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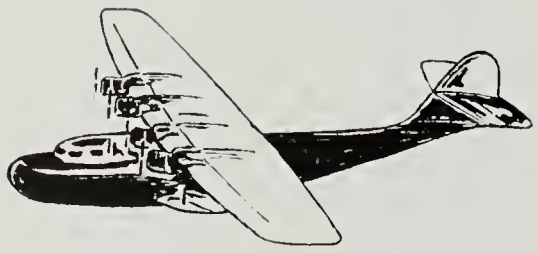

. . . PLENIPOTENTIARY *Extraordinary*

MORE than six hundred years ago, a small, intrepid band of commercial ambassadors blazed new trails across the Continent of Asia to discover the trading potentialities of virgin territories.

Travel in the days of Nicolo, Maffeo and Marco Polo, trade plenipotentiaries extraordinary, was spiced with the sharp tang of adventure. We are told that these fearless seekers of new horizons spent twenty-four years in completing their Odyssey to the previously forbidden Continent of Asia.

The flame of adventure still burns high in the hearts of travelers today. However, means of communication and transportation in a world blessed with typewriters, accounting, and adding machines to speed business transactions, are vastly improved over those available six centuries ago. The stately "ship of the desert" and the fiery Arabian steed have been relegated to places of minor importance; sailing ships and slave galleys have bowed to steam and turbines; and messages are transmitted through the ether itself with the speed of light.

Although when distance is considered in terms of time, the world is becoming smaller and nations more closely knit together, the objectives of those envoys of trade who have always been advance agents of civilization, remain constant. From the earliest days to the present time, the results of their efforts have made the world a better place in which to live.

Our own honored pioneer of sales, Mr. M. S. Eylar, whose world trip is featured in these pages, covered much of the route traversed by the famed Venetian merchants—China, Burma, Siam, Sumatra, Java, Ceylon, India—with a degree of speed and comparative comfort undreamt of in early days. Mr. Eylar's itinerary included more than sixty thousand miles of journeying over land and water during the course of a ten months' period. In fact, Mr. Eylar viewed considerable territory from the air, a privilege denied to all explorers prior to the present century.

There is an old Spanish proverb which says, "He who would bring home the wealth of the Indies, must carry the wealth of the Indies with him." Mr. Eylar carried knowledge and understanding to the benefit of our loyal UEF dealers throughout the world to whom this issue of the NEWS is dedicated, to the benefit of Mr. Eylar himself, and to the benefit of the great Organization with which we are all proud to be associated.

F. D. L.

UEF news

VOLUME 5 NUMBER 6

1938 EXPORT NUMBER

Fred D. Lehn, *Export Editor*
R. K. Allerton, Jr., *Associate Editor*
Andrew Cerruti, *Editor*

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Family Magazine of
Underwood Elliott Fisher Company
Published monthly at
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PRESIDENT WAGONER *Greets* THE UEF ORGANIZATION

UNDERWOOD ELLIOTT FISHER COMPANY

ONE PARK AVENUE

NEW YORK

PHILIP D WAGONER
PRESIDENT

To Each Member of the
Underwood Elliott Fisher Organization
Throughout the World:

I welcome this opportunity to greet you, and to extend to you my very best wishes for a Happy and Prosperous New Year.

I wish also to take this occasion to thank you for your valuable cooperation and loyal service during the year just closed.

Your accomplishment in promoting the sale of Underwood Elliott Fisher products in every corner of the earth is indeed gratifying, and I am proud of your achievements.

It is pleasing to me, as it is to every member of our Organization, to know that throughout the world there are kindred associates with a common objective -- to honor and perpetuate the name of Underwood Elliott Fisher through the sale and service of our products which "Speed The World's Business".

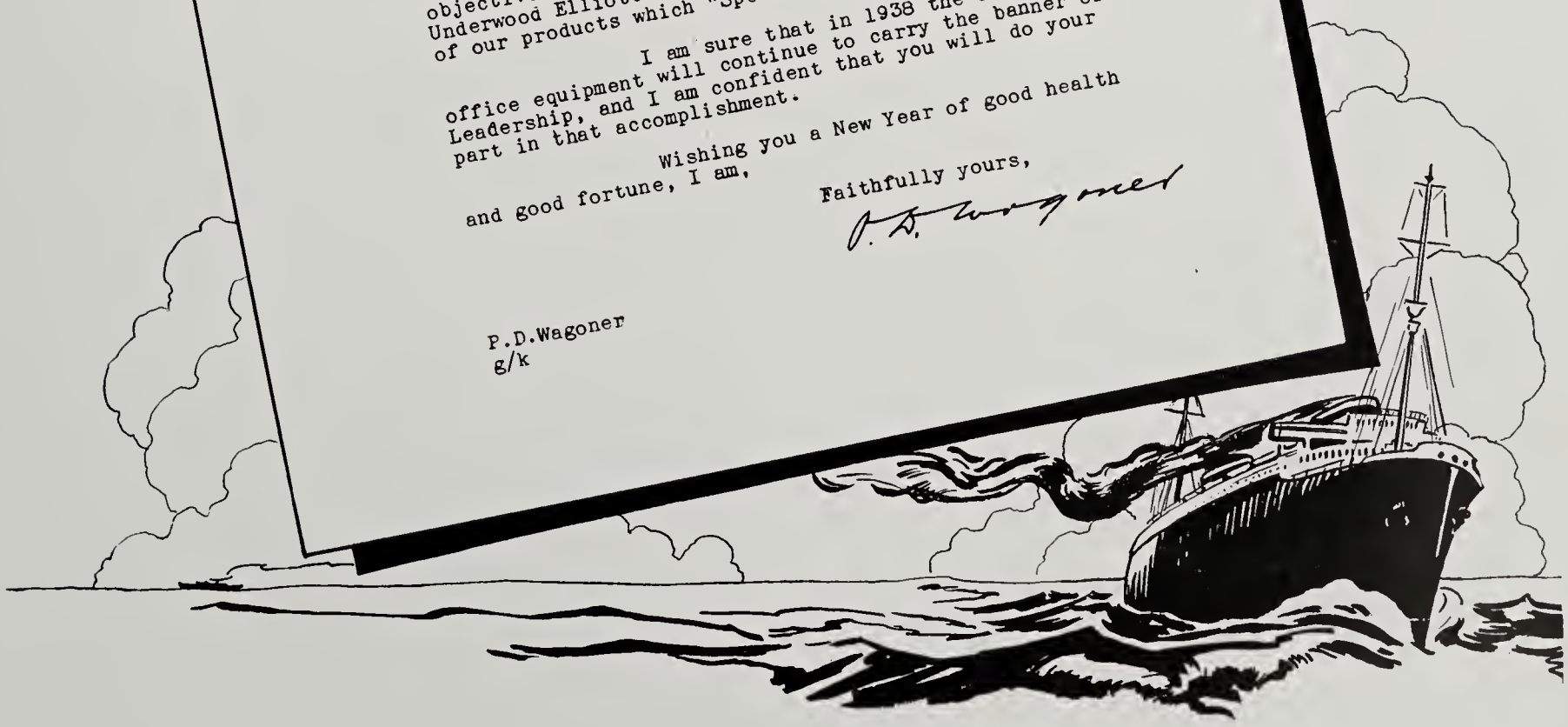
I am sure that in 1938 the UEF line of office equipment will continue to carry the banner of Leadership, and I am confident that you will do your part in that accomplishment.

Wishing you a New Year of good health and good fortune, I am,

Faithfully yours,

P. D. Wagoner

P.D.Wagoner
g/k



A Message FROM L. C. STOWELL

THE year 1937 has been one of substantial progress for the Underwood Elliott Fisher Family. The fact that you have contributed substantially to this progress is a matter of personal satisfaction to me, and I know this feeling is shared generally among the executives of our organization. I congratulate you upon your results for 1937, and I want to express my personal appreciation for the contribution which you have made in this past year toward the total accomplishment of the entire organization.

However well we have done, there is no man among us who does not wish and believe that he will do better in 1938, and I think it is equally true that all of us will admit, although we work hard and energetically to promote our business, it is always possible to do a better job. We have tried to show in 1937 that we are going to support you in many ways, not only with better products, improvement in design and prompt shipments, but in the various services which we render to assist in the promotion of larger sales.

We expect to do our best in 1938 to assist you further, and, in return, we hope and believe that you will contribute very substantially to the progress of the Underwood Elliott Fisher Company in 1938, and, by so doing, materially benefit yourselves.

May I join the others in wishing you a very Happy and Prosperous Year!

Tidings FROM M. S. EYLAR

MEMORIES are decidedly long-term investments. Time increases their value and dividends are forthcoming whenever one is in the mood to remember.

During the course of my journey around the world, I added immeasurably to my inventory of pleasant recollections. I have a goodly number of impressions reflecting the loyal and earnest efforts put forth by Underwood Elliott Dealer Organizations in many parts of the world.

With the advent of Nineteen Thirty Eight, it is entirely fitting that we pay tribute to you who are keeping the UEF banner flying high in your countries and territories.

May the New Year present opportunities to produce results that will far exceed your fondest expectations.

Nesmith Photos

M. S. EYLAR VISITS UEF AROUND THE WORLD

ON Thursday, July 29th, as the summer sun stood at its zenith, Vice President and Mrs. Eylar embarked from the home port of New York on the regal flagship of the British Merchant Marine, the Underwood equipped QUEEN MARY. With the sincere words of good wishes and "bon voyage" sounding pleasantly in their ears and the pervading warmth of friendly handclasps still lingering, the Eylars waved their goodbyes from the towering heights of the QUEEN MARY'S superstructure.

As the extended arm of the Statue of Liberty faded and was finally lost behind the roll of the horizon, Mr. and Mrs. Eylar reviewed the long list of calls on their extensive itinerary in anticipation of new adventures which would surely be in store for them during the following months. After ninety-seven trips across the Atlantic travel is not precisely a novelty, but the traveller never loses his taste for open skies and the beckoning fingers of the far corners of the earth.

In Mr. Eylar's New York Office there is an enormous globe of the world. This is symbolic as Mr. Eylar has contributed materially to the world wide use of typewriters and the present day popularity of the smoothly functioning UEF organization throughout the world. Quoting from a recent trade journal article, "Like any trail-blazer, Mr. Eylar found obstacles in his path. He found, for instance, that it was not enough to sell typewriters in different countries; he must also organize schools for the instruction of operators; and many business colleges in these countries today owe their success to the foundation-stones carefully laid by M. S. Eylar, who for many years has made annual visits to typewriter distributors in Europe and South America."

From 1889, when the farm bred boy from Kansas introduced and sold Caligraph typewriters to aggressive businessmen in the Kansas corn belt, to 1938, a span of 49 years, Mr. Eylar has been one of the human foundations dedicating his life to the development of an industry from a humble beginning to the prominent place in the business sun it so justly deserves and proudly enjoys. On January 1, 1938, Mr. Eylar celebrated his 49th anniversary in the Office Equipment Industry, or just short of half a century of unwavering devotion and loyalty to the commercial ideal he adopted in his enthusiastic youth, and to which he has faithfully adhered. Not only can it be done, but it has been done—success is the result of but a few fundamental qualities—hard work, sincerity, intelligence and loyalty.

Sometimes landing on soil other than in one's native land is a lonely experience, but the hearty reception by English associates at Southampton and London made such an eventuality impossible. Representatives of the 40 Branch Offices located in the British Isles greeted their friend of many years and plunged into relevant discussions of immediate problems and the reports of the excellent work being accomplished in this important unit of the UEF domain.

UNDERWOOD ELLIOTT FISHER LIMITED SERVES GREAT BRITAIN

UNDERWOOD Elliott Fisher Limited with headquarters at 120 Queen Victoria Street, E. C. 4, expertly handle the distribution of all UEF products in England under the guiding hand of Mr. E. C. Gilmore, Managing Director. Succeeding Mr. Emil A. Trefzger, who was appointed Assistant to the President last April, Mr. Gilmore has been capably directing the work in this important realm of the UEF empire.

At the Business Efficiency Exhibition of the Office Appliance Trades Association of Great Britain and Ireland held the last of September at Earls Court, London, Mr. Gilmore's organization created a very finely executed exhibit featuring their entire line. Among other things, Mr. Gilmore made the following point, "The Underwood Sundstrand, Class A, electrically operated and automatically controlled accounting machine of advanced design, was in evidence. Every feature of this new model is designed to provide greater speed of operation, eliminate physical and mental strain on the part of the operator and to assure absolute control of accuracy."

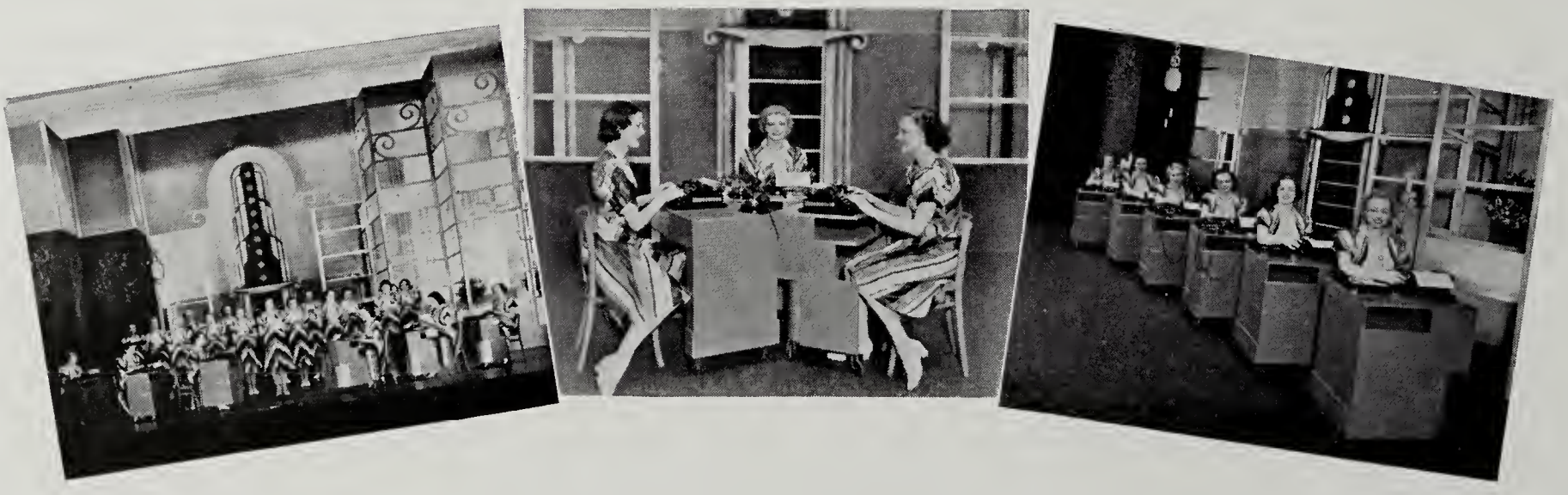
With 40 Branch Offices located throughout the British Isles and 15 Underwood Schools of Commerce, Underwood Elliott Fisher Limited is a large and ever growing organization. Here there is a continual stream of activity in the promotion of typewriting contests, window displays, exhibitions and all the other activities which together insure the ever increasing popularity of UEF products throughout the world.

Here, as in every other place, keen competition must be overcome in every sale and the thorough knowledge of their products and methods of presentation plus natural enthu-

Above—Underwood Elliott Fisher Limited at the Business Efficiency Exhibition, Earls Court, London.

Below—Miss Hughes, Secretary to the Archbishop of York, the Most Rev. William Temple, M.A., D.Litt., Hon. D.D., Hon. LL.D., receiving Underwood Standard.

The charming actresses in Bobby Howes' "Big Business" at the London Hippodrome find that Underwood Portables fill the bill.



siasm and belief in the superiority of UEF products place our representatives in an advantageous position.

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PITMAN'S COLLEGE PRIZE GIVING AND CONCERT 1937

by

W. F. SLEATH

AGAIN Pitman's College Annual Prize Giving and Concert held at the Royal Albert Hall, London, on December 11th, 1937, proved a notable event, worthy of the prestige of Sir Isaac Pitman & Sons, Limited.

An audience of 9,000, consisting of students, past and present, parents and friends, showed their appreciation of the students' outstanding successes individually announced by the Governor and Principal, Dr. R. W. Holland, O.B.E., M.A., M.Sc., and the admirable concert which followed.

An Underwood Noiseless Standard Typewriter was awarded to Miss P. M. Tuffen, the most proficient student of the year. An Underwood Standard Typewriter was presented to Miss W. I. March, the winner of the 1937 Typewriting Speed Open Competition, by the house of Underwood Elliott Fisher Limited.

Presentation of prize Underwood to Miss Tuffen by the Hon. Mrs. I. J. Pitman.

☆

Mr. Eylar at Basel

Beautiful St. Moritz

☆

A "moving" picture of an avalanche of snow on the Wetterhorn, 16,100 feet, caught by the still camera of Mr. R. C. Hofer.

M. S. E. OVERSEA

by

ROLF C. HOFER

European Sales Director

Looking through the window of the Hofer Chalet in the Swiss Alps.

PARIS had borrowed Naples' brightest Sole mio to greet Mr. Eylar after his ninety-seventh crossing of the Atlantic.

London and Paris were the first breaks of Mr. Eylar's latest overseas tour, the itinerary of which was to cover practically all of our vast UEF empire, right around Jules Verne's territory.

The news of Mr. Eylar's coming here was received with an enthusiastic echo from the four corners of our Continental European compass. At a preliminary conference in Paris a program was established covering meetings with many of our Dealers. Our travels included a visit to our Dealer in Italy (where we found that on that particular day Sole mio was on a sit-down strike in a cruelly spotless sky). The limited time of Mr. Eylar's stay made it impossible to visit all our markets, but arrangements were made for conferences in Basel.

Some of our northern friends arrived in fur coats, others represented the who's who in the attire of our warmer countries so brilliantly described in the book "The Seven Pillars of Wisdom." All arrived with briefcases full of problems, but, after conferences with Mr. Eylar, they all took their home-bound plane, train or cane with a smile and a determination to keep their UEF banner flying high — following Mr. Eylar's example as we all—and always—must delight in doing—to work, fight and win.

Mr. Eylar's visit to Continental Europe happily coincided with three big events in the Continental District:

First, Mr. Dag Bentzen, winner of the first prize of our last year's HOLIDAY CONTEST — a trip to America—came all the way down from Oslo to Paris to see our Sales Chief and to personally greet Mr. Eylar before embarking on the "QUEEN MARY" for his holidays in New York.

Second, in honour of Mr. Eylar being in Europe during the latter half of August and the first half of September, it was decided to dedicate the September sales to him. A vote of appreciation goes to all members of the Underwood, Elliott Fisher and Sundstrand Family, who "said it with orders," enabling us to close EYLAR MONTH with 51% increase over September orders of the preceding year. It was particularly pleasant to radio the result to Mr. Eylar, who at that time was en route to South Africa.

Third, the last quarter of the year 1936 saw the final spurt in the race of the Elliott Fisher Dealers for the permanent possession of the beautiful solid silver cup, mounted on a miniature Elliott Fisher flat platen, offered by Mr. Eylar in 1926, to be held by the Dealer, who made the highest percentage of his quota during the year. To get permanent possession of the cup a Dealer had to win the privilege of holding it three times, or a Dealer had to make the highest percentage of his quota during the last, or tenth year of the contest. Messrs. Gibian & Co., Prague, Czechoslovakia, were the final winners and they are now in possession of the EYLAR CUP, on which are engraved the names of the countries, who held it from year to year in the following order: 1. Czechoslovakia, 2. Italy, 3. Denmark, 4 Norway, 5. Spain, 6. Germany, 7. Holland, 8. Germany, 9. Holland, 10th and permanent holder—Czechoslovakia.

Those few short weeks that Mr. Eylar spent with us on his round-the-world trip, were indeed full of activity, full of interest and inspiration. The Frenchman says "BIS," the Italian "DA CAPO" and we broadcast a hearty "COME AGAIN."

Modern Architecture—Port Said

Pyramids at Sunset

English Church at Copenhagen

Historic Genoa

An old Castle in Sweden

The River Nile near Cairo

In the heart of the Swiss Alps

ELLIOTT-FISHER ORGANIZATION, S.A. ET MAISON DESOER EN BELGIQUE

BELGIUM, situated where the English Channel meets the North Sea, is the most densely populated nation in Europe. 8,213,449 persons, divided between the Flemish and Walloons, dwell in her 11,753 square miles of territory, approximately seven hundred to the square mile.

At the head of Boulevard Emile Jaqmain in Bruxelles, we see the Elliott Fisher House with its dominant columns facing the beautiful Place de Brouckère. Here Mr. C. van Schaardenburgh maintains the headquarters of the Elliott-Fisher Organization Co., S. A., which has branches in Anvers, Liége, Gand, Charleroi, Luxembourg and Élisabethville in the Belgian Congo.

70 Class A Sundstrand machines and 70 Model 10120 Adding machines in the Postcheck Offices in Bruxelles represents a typical example of the fine work being done by Mr. van Schaardenburgh's organization.

Mr. van Schaardenburgh began his business machines career twenty-seven years ago in his native Holland as a salesman for Ruy's Handelsvereeniging. During that period and through to the present time there have been many rough spots in the path to success, but with characteristic thoroughness the march of progress was never halted and the Elliott Fisher Organization Co., S. A. today stands high in the UEF empire.

Place de Brouckère, Bruxelles

Trolley cars in Liége bear the legend "Underwood," sponsored by Maison Desoer.

HANDLING Underwood typewriters in this country is the two century old Maison Desoer, established as a printing shop in Liége in 1750.

Maison Desoer is very actively engaged in fostering typing contests. In the most recent contest held at Liége, Mlle. Valerie Authelet placed first in the speed contest with a net average of 69.1 words per minute and the accuracy contest was won by Mlle. Authelet also.

Mr. H. Desoer is the present head of this firm which operates branches in Bruxelles, Antwerp, Ghent and Charleroi from its headquarters on rue Sainte-Véronique, Liége. The extensive use of Underwood typewriters in Belgium is attributable to their introduction by M. Charles Desoer in 1901 and the very able work of his son, Mr. H. Desoer in carrying on and developing the business.

Contestants and spectators at a Maison Desoer Typing Contest.

UEF IN HET LAND VAN KAAS EN BOTER

"AS most of the readers know, we have been selling Elliott Fisher Machines for nearly thirty years. Some hundreds of installations are now in use in Holland and we may say that Elliott Fisher customers are satisfied customers. In 1934 we were entitled to import Sundstrand and Underwood Accounting machines, and although the results obtained with these can not as yet compare with those of Elliott Fisher, we have every reason to be confident that there will be a growing market for these products. A goodly number of Sundstrand Adding Machines have been sold by us already.

"Our Head Office is situated in the Hague, and we have District Offices in the more important cities of our country: Amsterdam, Rotterdam, Groningen, Arnhem, Utrecht and Eindhoven. There are also a number of representatives in some smaller towns and a number of representatives belonging directly to the respective District Offices."

Mr. H. A. Minderman goes on to explain in detail the splendid sales and service organization of Ruy's Handelsvereeniging N. V. which is so excellently managed by Mr. W. J. Ruys, who in addition to actively directing the Bookkeeping Machine Department and the Adding Machine Department, is Managing Director of the Company.

Part of Ruy's sales force after Saturday meeting.

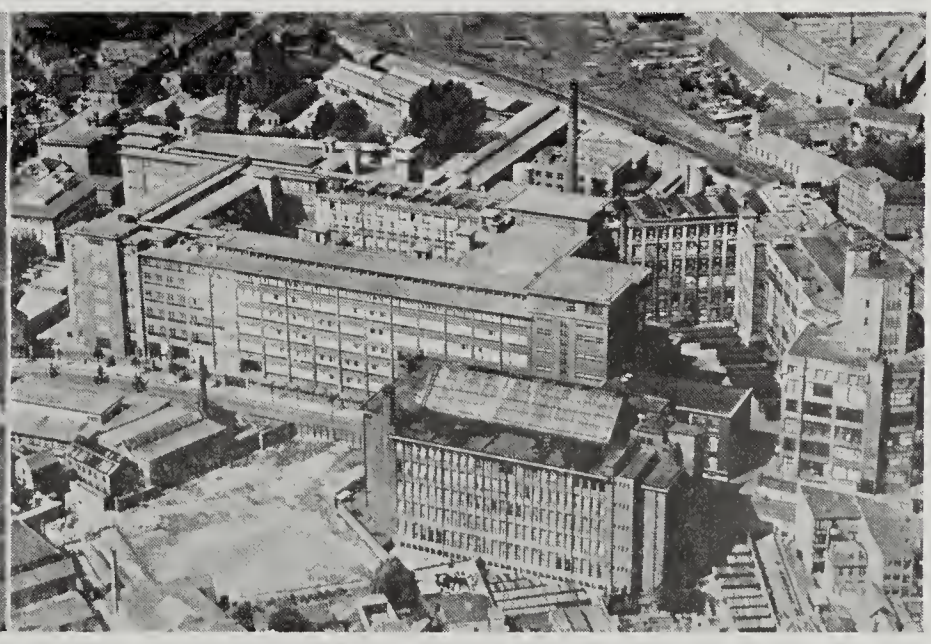
"No doubt you would also like to know something about UEF users in the country of 'Cheese and Butter.' It will be sufficient to state that concerns with world-wide reputations are using our equipment. Philips Glow Lamp Works, with a large number of our machines; Douwe Egberts (Tea, Coffee, Tobacco, etc.), with a large number of Automatic Feed Machines and Elliott Fisher Accounting Machines. Just before mailing this article we received an additional order from the Department of Finance (Tax Offices) for eight Single Crossfooter Elliott Fisher Accounting Machines, with a total capacity of 62 registers. This was following a very, very keen competitive battle of several months."

THE sale of Underwood Typewriters is capably administrated in the Netherlands by Mr. James Plant, head of the American Office Supply Co., with headquarters at Vijzelgracht 17, Amsterdam, and Branches in Arnhem, Dortrecht, Enschede, Groningen, Den Haag, Haarlem, 's Hertogenbosch, Hilversum, Leiden, Maastricht, Nymegen, Rotterdam, Utrecht and Zwolle.

Regarding a type style booklet prepared in Basel, Switzerland, Mr. Plant wrote, "In one particular case a firm, using other makes of machines found a special kind of type in our book and ordered an Underwood. They liked this machine so well that we afterwards received several orders for the Pica Type Machines. We could never get a machine on trial before, so the booklet showing type styles got us a new customer."

Mr. Plant started as a sub-dealer for Maison Desoer, and shortly after the turn of the century secured the agency for all of Holland. Since that time he has been particularly active and unquestionably successful in making Holland's businessmen think in terms of "Underwood" instead of just "Typewriter."

Ruy's Handelsvereeniging private showing and Philips Glow Lamp Works, where many UEF products are in use.



Den Danske Landmansbank

Burmeister & Wain A/S

I DANMARK ER DET HEINRICH ROEPSTORFF OG EUGEN PETERSEN

PROJECTING into the open jaw of the Scandinavian Peninsula. Denmark's 17,110 square miles provide a home for three and a half million people. At Kobenhavn (Copenhagen), the offices of Eugen Petersen handle UEF Accounting Machines, while Heinrich Roepstorff's organization distributes Underwood Typewriters and Underwood Sundstrand Adding Machines. Mr. Heinrich Roepstorff is the secretary of the Association of Typewriter Importers in Denmark.

The peninsula of Jutland consists mostly of a low undulating plain, about three-quarters of which is under cultivation by farmers and most of whom own their land. The purchasing power of Germany is a very definite factor in the economic life of the Danes, because being the only land neighbor of Denmark it provides a natural outlet for Danish produce.

True to the impressions which we have, many of the Danes are of a seafaring nature as is illustrated by a fishing fleet of some fifteen thousand boats and a merchant marine of 700 vessels sailing to all corners of the world. Chief exports include dairy products, eggs, provisions and fodder, animals and animal products, fuels, metal and wood manufactures, and textiles.

Folkebanken for Kobenhavn & Frederiksberg A/S.

Denmark offers vistas to delight the traveler. In Jutland there are many wonderful beaches along the miles of coast line and numerous places of historical interest with castles and cathedrals from medieval times. The forests, lakes and the beautiful fjords throughout the peninsula provide many scenic attractions for the appreciative visitor.

At Zealand, the largest of the Danish Isles, is Copenhagen. Here the old and new are joined in a harmonious wealth of interest. The old canals, the modern tree-lined avenues and squares, and the world-famous museums make it difficult for the traveler to leave this beautiful city.

Many Underwood, Elliott-Fisher and Sundstrand installations are helping "speed the world's business" in Denmark through the efforts of Messrs. Petersen and Roepstorff in popularizing and distributing these products in the efficient manner they have both been doing for many years.

DAG BENTZEN
SETTER FART I NORGES FORRETNINGSLIV

UEF in Norway is known through the excellent work of Dag Bentzen which is carried on through Norsk Aksjeselskap and Dag Bentzen & Co. at Oslo and with Branches and Sub-dealers in thirty-seven principal Norwegian cities.

Mr. Dag Bentzen visited with Mr. Eylar in Paris before he departed for his holiday trip in America, and among the many pictures that he had taken of the various installations in his country, was the very interesting photograph of three young Norwegian lassies giving their undivided attention to the mysteries and charm of an Underwood portable.

After discussing several business questions, Mr. Bentzen, Mr. Hofer and Mr. Eylar began conversing generally about Norway. "What," said Mr. Eylar, "would you say if you were asked to tell a stranger to your country something unusual about UEF in Norway?"

Mr. Bentzen smiled "There are so many things that one can say, but perhaps we can put it this way. As you know, it takes seven days to travel from Oslo to the farthest corner of Norway near the Russian border. Our travelling inspector for this District is Mr. H. O. Wiig; let me read a portion of a letter which he just sent from Kirkenes, 'I am sending you a photo of Mr. O. M. Olsen of Kirkenes, our agent nearest Russia. As you will note, he is no small boy. I am also sending you a photo of *FINKAL* taken on the dock at Vardo. He hid behind a fish box at first, but when I paid him 50 ore he let me snap him . . .'

"Look at these pictures showing the way they travel inland above the polar circle where we have few roads, and of course, no railroads. Many Underwood Standards and Portables have been transported this way as we have customers in such remote places as Karasjok and Kautokeino where the population is mostly Lappish. Here too, in Norway, we have the world's northermost post office which is located at North Cape."

. . . and these three lassies are the daughters of Mr. Dag Bentzen.

Finkal

Mr. Olsen

The World's northernmost Post Office.

Transportation above the Arctic Circle.

Mr. Karl Fredlund, General Manager of Aktiebolaget Hadar Schmidt, the offices and workshop.

HADAR SCHMIDT OCH AKTIEBOLAGET SYSTEMA REPRESENTERAR UEF I SVERIGE

AKTIEBOLAGET Systema in Stockholm has added to its office according to word received from Bengt Henning. "We have added more rooms to our office by renting the top floor of the building at Kungsgatan 60 which is next to our old offices at Kungsgatan 62," said Mr. Henning. "As it would be inconvenient to have our offices separated in two different buildings we applied to the proper authorities to break through the fireproof wall between the buildings. This was granted on the condition that proper precautions be taken against fire in the new construction. Now with the opening thus made in the fireproof wall, the offices are directly connected with each other and consist of one suite of rooms facing Kungsgatan and another Klara Kyrkogata. This gives us twenty rooms all together."

AKTIEBOLAGET Hadar Schmidt at Stockholm supervises the distribution of Underwood Typewriters, Underwood Sundstrand Adding Machines, also Sundstrand and Underwood Accounting Machines in Sweden. Mr. Karl Fredlund is General Manager of this fine organization which also maintains branches at Göteborg, Malmö, Norrköping, Hälsingborg, Kristianstad, Jönköping, Eskilstuna, Karlstad, Gävle, and Sundsvall.

In 1937 the Hadar Schmidt organization moved its general offices into palatial new quarters facing the famous Kungsgatan thoroughfare in Stockholm.

Although of broken, mountainous topography, Sweden contains much productive land on which Swedish farmers have attained a high degree of efficiency with respect to their agriculture. Half of the six million population are on farms, many of which are of less than five acres.

Aktiebolaget Systema, the City Hall at Stockholm and Mr. Bengt Henning with his staff.

JÜRI KODRES — EESTI VABARIIK

MR. Jüri Kodres, General Agent for Underwood Elliott Fisher products maintains his office at Harju 21, Tallinn from which place he conducts the distribution of the entire UEF line in Eesti Vabariik.

Tallinn has a fine harbor, and is one of the few non-freezing ports in the Baltic Sea. Seldom is the port inaccessible to small ships at any time during the coldest winters. The chief exports are dairy products, paper, flax, potatoes and timber, while the principal import include cotton, machinery and metals.

Mr. Kodres writes, "Esthonia is a small country with a population of not much over 1,200,000 inhabitants. There has been a continuous rise in her economic life in late years, and a remarkable advance can also be followed in the sale and use of office machines."

There are a great number of lakes and rivers in Esthonia which provide perfect possibilities for those who appreciate the fascination of angling. Mr. Kodres is an accomplished angler, as we can readily see from the picture of him with a defeated warrior of the Esthonian waters. This perfect specimen of salmo salar weighed 30ks (about 66 pounds), and Mr. Kodres can be justly proud of his catch.

Street in Tallinn

Mr. Kodres and *Salar*

O/Y AMKO A/B — SUOMEN TASAVALTA

LUMBERING is the most important single industry in Suomen Tasavlta and it is conducted along the most scientific lines. Finland is an agricultural nation despite extending far into cold northern latitudes with the coincidental rugged climate and jagged topography. Although the urban population of this country comprises but 20% of the total, illiteracy is less than 1%—an outstanding record of achievement.

Colonel R. Weckman, General Manager of O/Y Amko A/B which supervises the sale of all Underwood Elliott Fisher and Sundstrand products in Finland, maintains his headquarters at Alexanderagatan 11, Helinksi (Helsingfors); and subdealers are situated in Borga, Lovisa, Tampere, Uleaborg and Wasa.

Before 1914 Finland was an autonomous Grand Duchy under the old Russian Empire, but following the overthrow of the Czar Finland declared her independence. There followed a short period of turmoil, but soon things ironed themselves out and ever since the Republic of Finland has conducted its affairs with admirable expediency and tact.

The States Bank of Latvia and the "13" installation.

E. F. RATTERMANTA & BRĀĻU REIKALS PIEAUG LATVIJA

"MANY readers of the UEF News probably know where Latvia is and that the capital of Latvia is Riga, but they have no idea how the States Bank of Latvia looks. So here we show you the fine building, in which many of the 'Underwood Sundstrand' machines, models 10140 E-S and 10140 SE-7 are installed," Associate Editor P. G. Stahlberg of E. E. Rattermanis & B-drs. writes.

"Number 13 is ordinarily regarded as unlucky by most people, but we have quite a different story to tell about a number 13; for we were very lucky indeed to sell 13 Underwood Sundstrand Adding Machines, complete with motors and stands, to the Latvian State Bank.

"Although this happened a comparatively short time ago, we nearly forgot all about it because immediately afterwards we were showing the newest Sundstrand and Elliott Fisher Accounting Machines at the Exhibition held here at Riga. This was an exhibition of office machines, office supplies and advertising mediums, inaugurated by the Chamber of Commerce and Industry in Latvia, and was the first exhibition of this nature ever held in our country.

"It is always a sign of returning prosperity and a sign of progress too, when people begin to be interested in seeing and buying such fine machines. We are not able to look very far into the future, but all indications point to the fact that we are beginning to be machine-minded here in Latvia.

"Mr. Lehrer came from Basel to assist us with our demonstrations, and he said that Sundstrand Machines have only one disadvantage—they are too good and therefore last too long. We fully agree with him on this point.

"And now to our friends all over the world we say, 'best regards from Latvia.'"

HANDESHAUS J. KARVALIS PARDUODA UNDERWOOD RAŠAMĄSIAS MAŠINĖLES

IN Lietuva it is Handeshaus J. Karvalis at Laives aleja 25, Kaunas who is making business men think "Underwood" instead of just "Typewriter." This land where 80% of the population are engaged in some form of agriculture exports quantities of flax, linseed, pigs, butter, wood pulp and other timber products.

Two million persons inhabit this 20,550 square miles which was a Grand Duchy under the old Russian Empire, and the products of their industries are mostly for local consumption. In this connection it is interesting to note while many European countries were suffering from revolution in the post-war period, Lithuania settled her affairs with becoming decorum.

Kaunas, Lithuania

Keystone Views

Approximately half of the total area of Lithuania consisted of estates exceeding 500 acres and the landlords enjoyed unusual popularity due to their fair treatment of tenants, so in 1919 when land reform was a paramount issue there was practically no agitation in favor of expropriation without adequate compensation.

OKURKY A JINÉ VĚCI NALOŽENÉ Z ČESKOSLOVENSKA

Bata Shoe Factory, largest in the world, at Prague.

GIBIAN & COMPANY handle the distribution of Elliott Fisher, Sundstrand and Underwood Accounting machines and Underwood Fanfold machines in Czechoslovakia. Mr. Richard Gibian founded this successful organization in 1920, and directs its excellent work from the headquarters, Stepanska 32, Prague.

Mr. Norbert Piesen, Sales Manager, tells us of "three deals we closed recently, which needed special treatment, but gave us some fun." These must necessarily be somewhat condensed at the cost of Mr. Piesen's excellent narrative. The first deal was concerned with a firm in a small city which was interested in an accounting machine, "but emphatically declared that Elliott Fisher was quite out of the question, on account of its being obsolete." Mr. Piesen was convinced that the Elliott Fisher was the proper machine in this case, but "to start negotiations we presented ourselves with an old trade-in machine, leaving the Elliott Fisher behind stage for the minute."

There followed a demonstration on this machine, and needless to say, the prospects were disappointed. Then with supreme tact, these experienced salesmen introduced the Elliott Fisher as planned and the prospects were delighted with the fine results. "Half an hour later the victory was ours, the Elliott Fisher machine was sold. The machine giving full satisfaction, this firm recommended us to an associated company, to whom we could sell another machine, and both firms have become most enthusiastic Elliott Fisher users."

The second deal was with a small organization which "shun any expenditure and would like to get a machine for as little money as possible." The carefully planned presentation was begun with a TX head and then the work was repeated on a CAX head, they were delighted with the results of the latter for their purpose and immediately ordered the machine. "A few months have passed since and this firm has become a most enthusiastic Elliott Fisher user. Anyone who comes to see them must have a look at their wonderful machine and admire it."

The third deal was with a firm having fifty records to handle a day, and the same tactics were employed resulting in the sale of another CAX machine.

Mr. Josef Loewy, experienced and expert salesman, appreciates the humorous episodes which brighten the salesman's work. "I have been negotiating with a big Textile Factory, chiefly working for exportation. All the preparatory work has been done, the staff convinced of the advantages which the use of the machine will offer them, and our proposal of reorganization has been accepted by both heads of the firm. We are sitting together in their sumptuous office, the order slip with two carbon copies lying before the two principals, but neither of them is seizing the pen in order to sign it, nor do they say a word. Such a silence is awkward, for you never can tell whether it will be broken by the ominous, 'Well, we will think it over.' That is why I decided to go ahead and, presenting the pen to one of the competent gentlemen, I said, 'You needn't sign the second carbon copy, because you will keep it as a confirmation.' Both principals laughed and I got my signed order slip."

(Continued on page 35)

The modern Moravska Banka, Czechoslovakia, and Headquarters of K. Vagner.

ROMÂNIA — JICNIȚA PENTRU TOATĂ EVROPA

FROM his headquarters at Calea Victoriei 112, Bucharest, Josef Illes directs the distribution of UEF adding and accounting machines in Roumania. S. Surmagne, whose headquarters are in Austria, handles Underwoods in this territory.

Four-fifths of the eighteen million population of Roumania are engaged in some form of agriculture or stock raising, and it has been said, "the soil is very fertile, making the country a granary for all of Europe." Cereals are the principal crop, while there are many acres devoted to vineyards and orchards.

Roumania ranks fourth among all the nations of the world as an oil producing country, and lignite underlies a vast area of the country.

Josef Illes at Bucharest.

An unusual and picturesque bridge, Bucharest.

UNDERWOOD-ELLIOTT-FISHER, S. A. POUR MACHINES DE BUREAU EN BULGARIE

MR. E. WARTHANESIAN distributes all Underwood Elliott Fisher products in Bulgaria from the headquarters of Underwood-Elliott-Fisher S. A. pour Machines de Bureau at Rue Alabinska 54, Sofia.

Under the treaty of Berlin in 1878 Bulgaria was created as an autonomous and tributary principality under the suzerainty of the Sultan of Turkey, and it was not until 1908 that she declared her complete independence. Her language is Slavonic, displaying a pronounced Indo-European influence closely allied to the Russian.

Forests of fir, beech, oak and pine cover about 30% of the total area of 39,814 square miles, and two-thirds of her population of six million are engaged in agriculture.

The mountains beyond Sofia.

Underwood & Underwood

LA S.A. DE PAPETERIE ET D'IMPRIMERIE S'OCCUPE DES AFFAIRES DE LA U.E.F. EN TURQUIE

MR. ALBERT HAIM, President of S. A. Papeterie et d'Imprimerie at Rue Yeni Djami, Istanbul, directs the sale and distribution of the complete Underwood Elliott Fisher line throughout the former Ottoman Empire.

This country, part of which is in Europe and part in Asia, depends for the success of its economic life upon agriculture. Among the important products which are shipped to all of the world's markets is tobacco, and other important products include cereals, cotton, figs, nuts, fruits, opium and gums.

Turkey has large mineral resources of zinc, chrome ore, antimony, borax, copper, manganese, emery, asphalt, meerschaum and some petroleum on lands bordering the Marmora Sea, but as yet these have not been developed on a commercial scale.

Istanbul, former seat of the Sultans.

MM. KHOURI & COMPANY SONT CHARGÉS DE LA SYRIE

OUR good dealer in Syria is Khouri & Company at 33 Ave. des Francais, Beyrouth, from which headquarters he guides the distribution of Underwood Typewriters and Underwood Sundstrand Machines in Syria.

The eastern section of Syria is arid, being cut off from the moisture-laden winds of the sea by mountains and consequently necessitating extensive irrigation for those sections which are under cultivation. Tobacco, wheat, fruit, wine and silk are the chief products, and in this connection, it is interesting to note that in a recent livestock census over a million camels were reported.

This former province of the old Turkish Empire consists of about 57,000 square miles and is the home of two and a half million inhabitants. Air service is maintained between Marseilles and Beirut and between Damascus and Bagdad.

Traffic Policeman

Khouri & Co. at Beyrouth.

Staff of Palestine Orient Co. at Jerusalem.

Underwood at Tel-Aviv.

Mr. D. Wengrinowitsch.

א. ע. פ. בארץ הקדוש - ארץ ישראל

THE Palestine Orient Company, Limited, maintains headquarters at Tel-Aviv, and branches at Haifa, Jerusalem and Petah-Tikvah, for the distribution of Underwood Typewriters and Sundstrand Machines. Among their satisfied clients is the Iraq Petroleum Company, Ltd., one of the most important business organizations in the Near East, with headquarters at Haifa, Palestine.

Mr. D. Wengrinowitsch is the owner and active manager of this fine organization which represents UEF in the Holy Land.

It has been estimated that there are potentially available some 11,900 million tons of salt in the Dead Sea water, and it has been conclusively proved this is exceptionally pure. This, plus all of the important by-products, gives Palestine a wealth of natural resources. The country is capable of great agricultural development, dependent on irrigation.

Palestine's principal imports are cotton textiles, sugar, petroleum, cigarettes and rice; and her exports include oranges, wines, soaps, melons and almonds.

MM. ASTARE VIDON & A. STEIN OFFRENT DES METHODES NOUVELLES DANS L'ANTIQUE MISRAIM

WITH Mr. Astare Vidon at Alexandria and Cairo, and Mr. A. Stein at Port Said, Underwood Elliott Fisher is well represented in Misr.

In this land where we can trace civilization back more than 6,000 years, more than 80% of the present population is of ancient Egyptian ancestry and whose forbears labored to erect the famous pyramids for the alien kings.

Modern Egypt is a progressive country with much agriculture in the verdant valley of the Nile and many thriving industries in her cities. Here is a fine market for office machines and particularly UEF products to speed business.

There is a considerable difference between the old and new forms of writing in this country, as we can readily see from the early "letters" weighing many tons each and representing long weeks of tedious labor for their completion.

Upper left—Underwood at Cairo. *Lower left*—The ancient Sphinx. *Upper right*—Modern gardens in Egypt. *Lower right*—Ancient writings.

Staff of Kikizas, Trakas & Co., business show at Athens and the National Bank of Greece.

ΑΙ ΓΡΑΦΟΜΗΧΑΝΑΙ UNDERWOOD ΕΠΙΣΠΕΥΔΟΥΝ ΤΗΝ ΔΙΕΞΑΓΩΓΗΝ ΤΩΝ ΕΝ ΕΛΛΑΔΙ ΕΡΓΑΣΙΩΝ

THE Hellenic State is chiefly an agricultural country, producing in quantity such foodstuff delicacies as olives, lemons, oranges, mandarins, apples, pears, figs and nuts. In addition to this, Greece has great mineral wealth in the form of iron ore, chromite, iron pyrites, zinc, lead ore, lignite and salt.

"Inis" Société Générale de Commerce, S. A. at Bvd. Kiphissia 4, Athens, ably handle the distribution of adding and accounting machines in this territory. The old expression, "The Greeks have a word for it," is applicable in this instance and it means that Underwood Elliott Fisher "speeds the world's business."

Underwood Typewriters are distributed by Messrs. Kikizas, Trakas & Co., who act as Mr. Simon Surmagne's dealer at Athens and who have among their satisfied customers the National Bank of Greece. This is the largest bank in Greece and they are using daily 185 Underwood Typewriters.

It is interesting to note that water from the plains of Marathon is still being brought to Athens by the same aqueduct which was built by Emperor Hadrian over 2,000 years ago. This aqueduct was repaired with the assistance of a group of American engineers in 1928.

G. GERLACH i TOWARZYSTWO ORGANIZACYJNE,

Spółka z o.o., w Polsce.

MINERALS and petroleum products are important factors in Poland's economic life, where 32 million people dwell in the 149,957 square miles of Europe's "corridor." The history of this nation is as fascinating as a medieval romance. The 120 year history of G. Gerlach, which, starting as a workshop for making scientific instruments and now representing Underwood, also is an enthralling story.

Messrs. E. Voellnagel and A. Diering are the present owners of this fine organization, and today G. Gerlach operates agencies all over Poland. Sub-dealers are located in Katowice, Lwow, Lodz, Krakow and Pozman.

Towarzystwo Organizacyjne Spolka Z. O. O. at Warschau distribute Underwood and Elliott Fisher accounting machines and Underwood Fanfolds under the direction of Mr. J. Zimet.

A new dealer, Teofil Glocer i Syn, takes care of the distribution of Sundstrand Machines from their headquarters, Przedmiescie 7.

G. Gerlach at Warschau.

North America
United States
Great Britain
LONDON
PARIS
France
MARSEILLES
NEW YORK
SAN FRANCISCO
Pacific Ocean
HONOLULU
Atlantic Ocean
DAKAR
Senegal
South America
CAPE
N

Arctic Ocean
Asia
Europe
Belgium
ANTWERP
Switzerland
BASEL
Africa
PEKING
KOBE
TOKYO
Japan
YOKOHOMA
China
NANKING
SHANGHAI
DELHI
India
CANTON
CALCUTTA
BOMBAY
Burma
RANGOON
HONGKONG
Siam
BANGKOK
MANILA
MADRAS
Philippine Islands
Ceylon
COLOMBO
SINGAPORE
Malay States
MOMBASA
Indian Ocean
BATAVIA
Java
SURABAYA
South Africa
VICTORIA
MOZAMBIQUE
BEIRA
PRETORIA
LOURENCO MARQUES
DURBAN
Australia
BRISBANE
SYDNEY
AUCKLAND
MELBOURNE
WELLINGTON
CHRISTCHURCH
New Zealand
UNDERWOOD ELLIOTT FISHER
Around the World
HERE IS CHARTED THE GOOD WILL VOYAGE OF
Mr. M. S. Eylar

MAGYARORSZAG—IRODAI FELSZERELÉS ÉS S. SURMAGNE SZERVEZET

FOR a thousand years, Hungary has been the abode of the Magyars and at present her eight and a half millions of people are 92% Magyars.

At Budapest, Mr. Emil Hubert, owner and manager of Organisation Buoausrustungs actively directs the distribution of UEF products in the land where once the Hapsburgs ruled supreme. Since Hungary is principally an agricultural nation, Mr. Hubert is necessarily limited in the scope of his activities to Budapest, Szeged, Bebrecen and about ten other cities which have a population in excess of 50,000.

Within the past few years Organisation Buroausrustungs has added Underwood Fanfold and Underwood and Sundstrand Accounting Machines to the Elliott Fisher machines, which they have handled for eleven years.

Mr. Simon Surmagne superintends the distribution of Underwood Typewriters in Hungary through the firm of Gereben, also at Budapest, which acts in the capacity of his sub-dealer throughout the Hungarian territory.

The bridge between Buda and Pest. *Nesmith Photo*

MARIĆIĆ I JANKOVIĆ U JUGOSLAVJI

Hotel Moskva and Postal Saving-bank, Belgrade. *Nesmith Photo*

MARICIC & JANKOVIC at 26 Knez Mihajlova, Belgrade, control the distribution of Underwood Elliott Fisher products in the Kingdom of the Serbs, Croats and Slovenes. Acting in the capacity of dealers for Underwood Typewriters under Mr. Simon Surmagne, they also handle adding and accounting machines on a direct dealer basis in this territory.

In common with most European countries, agriculture is the basic industry in Yugoslavia, and among her important exports are grain, cattle, timber and prunes; important imports include cotton and woolen textiles, machinery and chemicals.

Here, too, the office equipment industry is rapidly coming into its own, and particularly this applies to the products of UEF, which are doing their part to speed and facilitate the business of Yugoslavia.

Stadtisches Gaswerk in Wien.

HERR DR. KURT HABICHT und HERR S. SURMAGNE FÖRDERN DAS GESCHÄFT IN ÖSTERREICH

ON the 10th anniversary of the Elliott Fisher-Sunstrand Organisationsgesellschaft in Vienna under the active management of Dr. Kurt Habicht, the cups pictured here were offered as football trophies for the customers of Elliott Fisher and Sundstrand. The winner was the Stadtische Versicherungsanstalt der Gemeinde Wien (Municipal Insurance Company of Vienna), a faithful customer, where 20 Adding and Bookkeeping Machines from our factory are used.

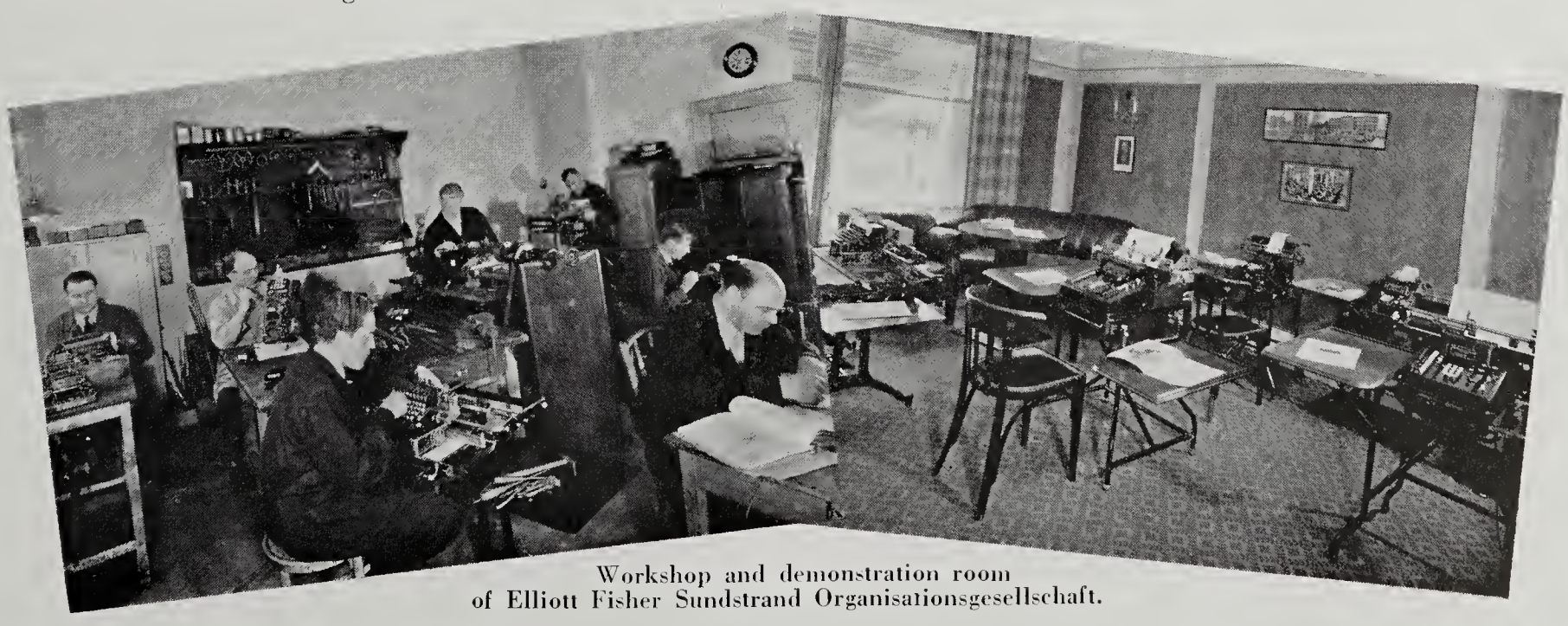
"It has proved a good policy to maintain friendly relations with our customers also after business hours."

A letter from Dr. Habicht's organization tells us, "After an arduous fight against the whole competition, 10 Sundstrand Accounting Machines Class C were sold to the Gasworks. Vienna (Stadtisches Gaswerk in Wien). 350.000 accounts of the gas consumers of Vienna are written on these machines, and the collector's accounts are controlled. With an average posting in five columns per line, and with changing the cards after each entry, up to 300 postings are completed during one hour."

Trophies won by Municipal Insurance of Vienna.

Austrian leather and fancy goods enjoy a world-wide reputation for their quality, while other products of this country include the manufacture of agricultural and industrial machinery, automobiles, textiles, woodwork, furniture and paper.

Underwood Typewriters are distributed by Mr. Simon Surmagne, where sales and service are supervised from his headquarters at Reisnerstrasse 27.



Workshop and demonstration room of Elliott Fisher Sundstrand Organisationsgesellschaft.

OFFICINE MACCHINE UNDERWOOD ACCELERA IL COMMERCIO ITALIANO

OFFICINE MACCHINE UNDERWOOD at Piazzale Guilio Cesare 14, Milano, a newly organized firm, manage the distribution of all Underwood Elliott Fisher products in Italy, the Vatican State, Tripoli, Malta and the Kingdom of Albania. Mr. Luigi Stobbia, Dr. G. G. Roseo and Mr. Gallo are the principals of this excellent organization, and they are all experienced men in the office machinery industry and also in the handling of UEF products.

Among their completely satisfied clients is the famous Banca Commerciale Italiana Milano, where Elliott Fisher and Sundstrand machines are used. Also the Banca Nazionale Agricoltura Tax Collector Office, Ferrara, where Sundstrand machines are used to speed business.

In the census of 1936, the population of Italy was 355 to the square mile, or some forty-two and a half millions of people in 119,744 square miles of territory. The length of the Italian peninsula is about 760 miles, and nowhere does its breadth exceed 150, while the average breadth is about one hundred miles.

Here in Italy, as in most European countries, agriculture is the principal industry, the gross value of agricultural production being well in excess of a billion dollars annually. Two million acres are given over to olive trees and the production of olive oil, while vineyards cover two and a half million acres.

The climate of Italy is sunny, although in the northern portion they are subject to severe winters. The soil is very fertile and the inhabitants are industrious, which together provide stability in the economic life of these people.

Underwood is represented in Industries Fair, Bari, Italy.

Branches of Officine Macchine Underwood are maintained at Alessandria, Ancona, Bari, Bergamo, Bologna, Brescia, Cagliari, Campobasso, Como, Cremona, Domodossala, Ferrara, Firenze, Fiume, Genova, Legnano, Imperia, Livorno, Lucca, Milano, Mantova, Napoli, Oneglia, Padova, Palermo, Parma, Risa, Ravenna, Roma, Savona, Spezia, Torino, Trento, Treviso, Trieste, Udine, Verona, Venezia, Vicenza, Bengasi and Reggio Calabria.

Banca Commerciale Italiana.

A Courtyard and Church in Barcelona.

COMPANIA MECANOGRAFICA, S.A. Y ORGANIZACIÓN CONTABLE, S.A. REPRESENTAN A UEF EN ESPAÑA

Y CONTINUAN IMPARTIENDO EL ACOSTUMBRADO SERVICIO MECÁNICO

FROM his temporary headquarters at Villa Florida, Gesegnetmattstrasse 14, Lucerne, Switzerland, Don Guillermo Truniger conducts the affairs of Compania Mecanografica, S. A. Naturally, business affairs are considerably slowed down at the present time, but preparations must be made for replacements and repairs when Spain has settled her present difficulties.

Organizacion Contable, S. A., which, under the direction of Mr. Louis Sans, distributes our three lines of accounting machines and the Underwood Fanfold in Spain, is located at Montera 15, Madrid.

It is particularly interesting to note that even during heavy bombardments at Madrid, UEF service was maintained by both these splendid organizations. Even in such a period of strife, business and industry must go on, and those which perforce lie dormant must be making plans for the reassumption of their work. So when all differences have been settled, these UEF representatives are prepared to do their part in the difficult task of rehabilitation to help speed Spain's business.

CARLOS DUNKEL ESTIMULA O NEGOCIO DE PORTUGAL

OCCUPYING the southwestern portion of the Iberian Peninsula, Portugal conducts its affairs with such a quiet efficiency that we seldom see its name on the pages of our daily press in America. The Azores and the Madeira Islands in the North Atlantic form a politically integral part of this republic of almost seven million people.

Carlos Dunkel, who administers the sales and service of the entire UEF line in this territory, recently celebrated his Silver Anniversary as an Underwood Elliott Fisher dealer. Starting as an Underwood Typewriter dealer in 1912 under Walter Grubler in Porto, he became a member of that firm two years later, and when Mr. Grubler withdrew in 1918, Mr. Dunkel conducted the business in southern Portugal for the next ten years. In 1928 he established a new firm, Dunkel & Antunes Limited, with his brother, Mr. Walter Dunkel, and Mr. Antunes of Lisbon. Since that time this organization has developed until at the present they handle all UEF products under the factory dealer's agreement.

Moorish Castle in Portugal.

Branches and sub-dealers are located in Aveiro, Braga, Beja, Coimbra, Covilha, Evora, Figueira de Foz, Gouveia, Guimaraes, Leiria, Lisboa, Olhao, Penafiel, Regoa, S. Joao da Madeira, Setubal, Tomar, Vila Real, Vizeu, Ponta Delgaga (Acores) and Funchal (Madeira).

SWITZERLAND · SUISSE · SCHWEIZ SVIZZERA · HELVETIA

Aerial view of Langagasse 9.

DAILY adding to the long list of his satisfied clients who are using Underwood Typewriters in Switzerland, is Caesar Muggli, who for twenty-seven years has been capably carrying on and developing the work started by his distinguished father in 1899. Even among progressive UEF dealers everywhere, Mr. Muggli stands out prominently among the leaders who are sparing no detail of business methods in the great campaign to "speed the world's business."

Elliott Fisher, Sundstrand and Underwood accounting machines, the Underwood Sunstrand adding-figuring machines and Underwood fanfolds are distributed in Switzerland by Firma Karl Endrich Aktiengesellschaft Fur Buro-Organisation und Maschinen at Zurich. Mr. Endrich has been engaged in the office machinery industry since 1918, and his extensive knowledge of the UEF products which he so ably handles, was abetted by studying the manufacture of the machines first hand in our factories.

Switzerland is a highly industrial country, some 46% of her working population being engaged in the production of quality merchandise, the greater part of which is for export. Among the important manufactures are watches, clocks, and parts; silks and embroideries; chemicals; straw goods and machinery.

Another important industry in this country in the heart of Europe, is that of hotel keeping, which is second only to the building and machinery industries. Tourists from all over the world visit here to view the majestic splendors of the Alps and participate in the famous winter sports, as well as Diplomats who conduct many of their international affairs in this neutral confederacy and seat of the League of Nations.

Here, also, is the headquarters of the UEF European Continental District at Langegasse 9, Basel, from which headquarters Mr. Rolf Hofer coordinates the work of this extensive territory.

Swiss headquarters of Caesar Muggli.

M. S. EYLAR CONTINUES FROM EUROPE TOWARD THE EAST

ONCE again our Ambassador of Good Will prepared to set sail on the high seas for the second leg of his world trip. This time the point of embarkation was the colorful French seaport of Marseilles, where he left European friends with a mingled feeling of regret at parting and anticipation of future meetings. On through the azure waters of the Mediterranean, past the stern fortress at Gibraltar, and around the western hump of the great African Continent to Capetown at its southern extremity.

At this point Mr. Eylar left the country with which he was familiar and set foot for the first time in this distant corner of the world. But again it was the old story that friendly greetings make the traveller feel at home. George McMurdo, who is associated with Hortor's, Ltd., and Mr. Eylar have been friends for many years, and their meeting at Johannesburg in the Transvaal was a real reunion.

Johannesburg, situated in the heart of South Africa, is one of the marvel cities of the modern world as we know it today. In America we know that some of the cities which are located in the oil field districts have wells and gushers in the streets and courtyards to glean the black gold from the earth, but Johannesburg sits atop labyrinths of yellow gold mines whose tunnels bore deep into the core of the earth beneath the city.

Mr. Eylar says that it produces a very peculiar sensation to be aware that as you walk along the streets of this city you have under your feet the wealth of a Midas and Solomon combined. This, the great diamond mines and the extensive agriculture, plus all of the other industries on the sun kissed tip of what was once known as the "dark continent" provide progressive business men who are firm believers in the superiority of UEF products as is best evidenced by the splendid job being done over the years by Hortor's, Ltd.

Nesmith

Hortor's, Ltd., is under the able management of Mr. Alfred Downing, Chairman, and Mr. William Adamson, Managing Director. The Office Equipment Division is in charge of Mr. Maurice Losky, who is a very capable and experienced office machinery man. In every large city throughout South Africa, Hortor's, Ltd., have a branch, and in that branch is an office machinery division under the supervision of a competent manager, who has selected and trained an efficient sales force and who maintains a proper service organization.

Mr. Eylar, smilingly reminiscent, said, "Of course I was intensely interested in seeing the wonderful progress Underwood Elliott Fisher products had made in South Africa. But I was also interested in observing the unique features of the coun-

Above—Looking down into a gold mine in South Africa. *Lower left*—Johannesburgh over the gold dumps. *Lower right*—Not the Riviera, but the shore front at Durban, South Africa.

South African Railways

try itself. Capetown, where I landed, the world, and has a climate which is one of the most beautiful cities in will compare favorably with any. It reminded me very much of Southern California. Located right on the point of the continent, Capetown is the southernmost city in Africa, and stretching off to the east and north is one of the most fruitful countries in the world. As you go directly north, you soon come into the semi-desert country which they call Karoo, an enormous plateau ranging from five to six thousand feet in height. It is quite level, generally speaking, and reminded me of our semi-desert country in Arizona. This same sort of land extends for 2,000 miles north, up to and beyond Bulawayo in Southern Rhodesia.

"Less than halfway up we came upon the city of Johannesburg, which to my mind is the marvel city of the world today. I was told that this area produces about 70% of the world's gold supply, and it certainly is a booming city—modern to the last word. It is truly built on gold, because there are mines right under the city—mines a mile deep, from which the precious ore is brought out in quantity. Diamonds are the second valuable thing which come from the earth in South Africa, and while not on a par with gold, they are an important product.

"That stretch of fertile, seasonable, productive land which starts at Capetown, follows the east coast around clear up to the equator and beyond is several hundred miles wide and a veritable garden spot, becoming more tropical as we proceed northward. In this great variety of climate all sorts of products of the soil are available, from the delicious grapes and peaches of the south to the tropical fruits of the equatorial region."

From Durban, taking leave from their friends at Hortor's, Ltd., Mr. Eylar proceeded north up the coast as far as Mombasa. In the Kenya Colony, Taws Limited are the good dealers for UEF products in this section of the world. Mr. R. J. Skelton, Manager, tells us that in Kenya it is MIYO TICH PINJE DUTO DHI PIYO PIYO in the Luo tongue, KIBAK'ONYA ABOMU KYALO MANA BAK'OLE OLWANGU EMIRIMU KYABWE in Bantu (Luhanga), HUHARAKISHA SHUGHULI ZA DUNIA in Swahili, IHIUHAGIA WIRA WA THI YOTHE in Kikuyu, NIITUMAA WIA WA NTHI UTETHWA NA MITUKI in Wakamba (Kikamba), EYANGUYA NYO EMIRIMU GY'ENSI YO NA in Buganda and EREO NALEN'G IMBAA E'NGOP in the Masai tongue and that they all mean UEF "speeds the world's business."

Portion of Banyan Tree, India.

Toward the Orient

PROGRESSING east from Mombasa aboard the *Isipingo*, a new world unfolds before the traveller's eyes. To even the most confirmed realist and materialist there is something of romance about the Orient, perhaps such manipulators of the pen as Rudyard Kipling, perhaps the old saying that distance lends enchantment, or just perhaps. Whatever the reason, the far side of the world has a very definite appeal for everyone on the opposite side. Treading in the footsteps of the heroes of mythology, of Marco Polo, of Vasco de Gama and multitudes of others about whom we have all read, lends an enchantment that is somehow lacking when we traverse the more familiar haunts of the old world.

All of us have heard of Ceylon, most of us know that coming from the west the first port of call is Colombo, but few of us know that it is not a lethargic land of the lotus but a thriving metropolis, teeming with industry. Perhaps the tempo of life is a trifle slower than that to which we are accustomed in the west, but who can say that it is any less efficient.

At Colombo, Underwood Elliott Fisher products are ably represented by Dodwell & Company, Ltd., where Mr. C. J. Elliott is in charge of the Office Machinery Division. Tea is the most important product of Ceylon, while other products include cocoanuts, rubber, cinnamon and grains.

Speaking of this island, Mr. Eylar said, "Ceylon is one of the most beautiful islands in the world — a tropical paradise with a marvelous history They have a civilization there which dates back long before the Christian era. Ruins of old cities dating back 2,500 years indicate a highly developed civilization at that period. Close by the second largest city of the island, Kandy, is one of the most interesting botanical gardens of the world. It is said that here, far from the native soil which nurtured them, is growing a specimen of every known tree in the world from the needle branched firs of the north to the broad leaved palms of the south. From all that I could see in the short time that I was visiting at this fascinating island

High Court Buildings at Madras.

Temple Tank and the Marina at Madras.

off the tip of India, the inhabitants seemed to be particularly happy and contented."

From Colombo, Mr. Eylar sailed through the Gulf of Manar, into the Bay of Bengal, landing at Madras in Southern India. Here Byramshaw & Company Limited hold forth as the Underwood Elliott Fisher representatives and Mr. Eylar was escorted by Mr. A. F. Byramshaw and his three sons. "Apart from the fine work being accomplished here," said Mr. Eylar, "I was particularly impressed with this part of India. In my opinion this is one of the most interesting sections of the country, both historically and otherwise. This land of the Maharajahs is real India as we always think of it, and quite different from the central, northeastern and northwestern portions."

From Madras the itinerary reached overland to Bombay on the east shore of the Arabian Sea and the northwestern section of the Indian Province. Bombay is one of the comparatively few cities in the world which has a population well in excess of a million.

"Here," Mr. Eylar goes on, "we met Sir John R. Abercrombie, with whom we have had much correspondence but never had the pleasure of meeting. Here, too, we found a well organized office machinery division in charge of Mr. A. S. Parelker, who has had many years of experience in the introduction of office machinery in this quarter. He is a native, and I might say that most of the office machinery distribution, not only in India, but in most foreign countries, is actually handled by native salesmen and native managers. Europeans or Americans may be in charge as directors, but the actual selling—whether it be in India, Burma, China or Japan—is done by natives. And it is astonishing how well these natives have learned the technique of sales and service as we in America understand it."

The next great point of distribution in India is Calcutta, with subpoints at Delhi, Lahore and others. This northwestern territory is in charge of another able native, Mr. Dwaner, who operates under Blackwood, Bryson and Company Limited, at Calcutta. Mr. F. S. Little is Director and Mr. George A. Padgett is in charge of the Office Machinery Division. Another able native of India, Mr. Robineau, is the Calcutta Manager of this firm, a responsible position in this, the largest city in India.

"There is something about India that is beyond description," according to Mr. Eylar. "Its ideas and religions, customs and ideals—all are quite different from those in any other country in the world. To the stranger, the unaccustomed sight of a mighty elephant treading with stately gait and carrying a mahout in front of the burden on his mighty back is apt to appear a bit startling at first, but then I wonder what the mahout would say if he could stand for a moment at the corner of Fifth Avenue and 42nd Street in New York and see the other extremes in transportation."

The next stop was Rangoon, Burma, where Mr. Eylar was met by Mr. D. Jones, Managing Director for Underwood Elliott Fisher products at S. Oppenheimer & Company, Limited. Mr. Jones is assisted by a splendid staff of European and native salesmen. John Palmer, Jr., of London, is a principal of S. Oppenheimer & Company, Limited.

On by Air

Although technically a part of India, Burma is geographically and racially an entirely separate and distinct entity. The fourteen and one-half million people living in this country are mostly Burmans, with a million each of Shans, Karens and East Indians, and strong minorities of Chinese, Kachins and Arakenese. "There is a dignity about the industrial and business life in this part of the world," said Mr. Eylar, "that seems strange to the American who sometimes sacrifices dignity in favor of haste in his negotiations."

THE next stop was at Bangkok Siam, which is just on the other side of the Malay Peninsula. It takes a steamer about eight days to make the trip from Rangoon, but the Royal Dutch Airlines flying overland make the trip in two hours and fifty minutes. This is a very interesting trip, and at one point the ship passes over a range of mountains at an elevation of about 12,000 feet.

Here at Bangkok, Underwood Elliott Fisher products are managed by Barrow, Brown & Co., Ltd., who have been conducting this portion of their business for many years. Mr. Smedhurst is in charge. Like good Underwood dealers everywhere, Barrow, Brown & Company sponsor typing contests and conduct a typewriting school where the students become adept at both the English and Siamese keyboards.

"This 'land of the white elephant'

Typewriting class at Bangkok, Siam.

would take volumes to describe, but perhaps one of the memories which I shall always retain is the geniality and pleasant demeanor of these industrious folk. Until recently the last remaining absolute monarchy in the world these people have marched on with progress and contributed to its advance in the east."

In French Indo China, Descours and Kabaud at Saigon and Imprimerie D'Extreme Orient at Hanoi guide the distribution of UEF products.

Here in the center of the far east, where the old and the new meet and mingle, office machinery is rapidly being adopted as an aid to business —and here also, Underwood Elliott Fisher is speeding business.

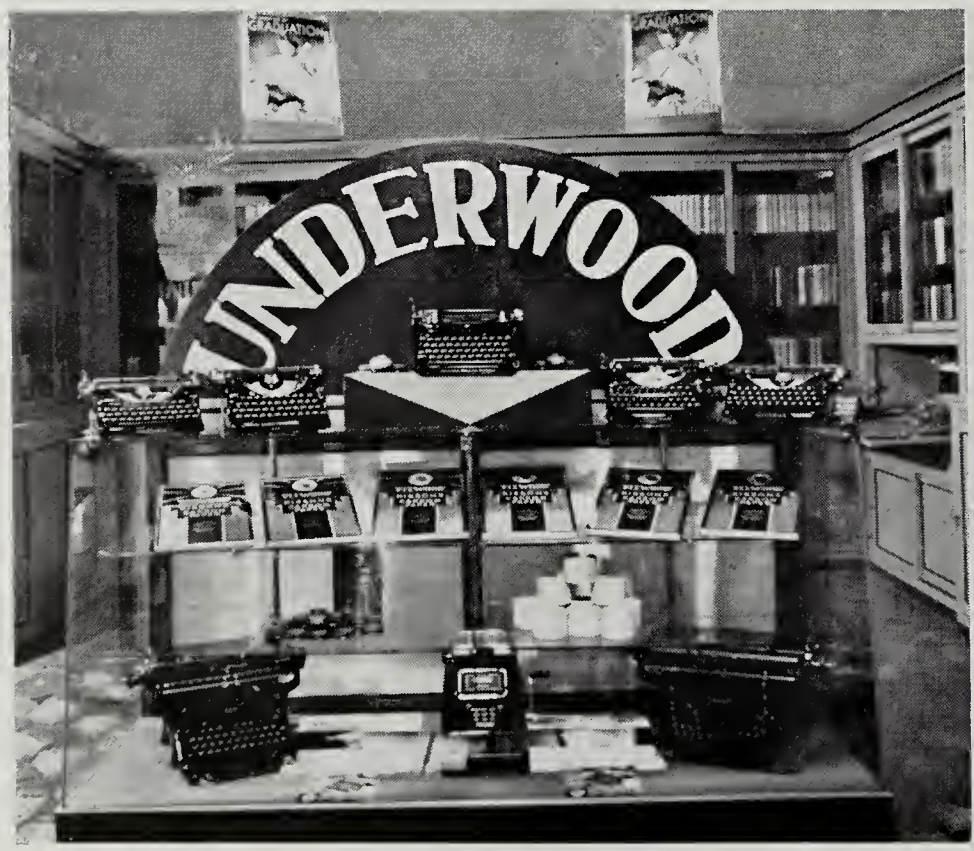
Now the itinerary led to the "crossroads of the world," the romantically popular Singapore, Capital of British Malaya, or the Straits Settlements. "Singapore," said Mr. Eylar, "is really the 'crossroads of the world,' where all steamships, aeroplanes, cables and all means of communication and transportation meet.

"Singapore would be known as the southernmost point in Asia but for a half mile channel of water which separates it from the mainland. Now, however, train service is maintained between Singapore and Bangkok over the recently completed Johore Causeway.

"From Singapore," Mr. Eylar continued, "we took a steamer to Batavia, Java, where for the first time in the far east we came under the influence of the Dutch. The good old Netherlands' house of George Wehry & Company are the Underwood Elliott Fisher representatives, and the office machinery division is in charge of Mr Van Doogan, who is as energetic, as well informed and as capable as any office equipment man in America.

"Java, and in fact the whole Dutch East Indies, is a wonderful territory and the Dutch are doing a fine job—they govern just enough, but not too much. It is a prosperous, happy country, both native and European population. I think it is one of the most intensely cultivated areas in the world, and certainly one of the most beautiful. Through the courtesy of Mr. Van Doogan we were able to see much of this island and retain many pleasant memories of its tea plantations, rice fields and sugar plantations. This is indeed a fascinating country inhabited by a marvelous people—and they are taking

Show window at Singapore.



Underwood in India.

more than their quota of Underwood Elliott Fisher products."

Australia

FROM Batavia, Mr. Eylar drove the length of the island of Java, through Semarang and finally to Soerabaja, from which point he sailed through the Torres Strait, past the Great Barrier Reef and to Brisbane, Australia. From here the travellers proceeded to Sydney to 16 Hunter Street, the headquarters of Stott & Underwood, Limited.

"Here," Mr. Eylar said, "we were

Cover design on menu at dinner tendered Mr. Eylar in Australia.

met by Mr. Sydney Stott. The name Stott has so long been associated with the name Underwood in Australia that it has become part of the business community. Mr. Stott, his brother and son maintain subsidiaries or associated companies at Sydney, Melbourne, Adelaide, where Mr. F. B. South is in charge, and Brisbane, which is under the direction of Mr. E. H. Voss. Harold Stott is the Managing Director at Melbourne and V. J. Matthews is Managing Director of Stott's Technical Correspondence College in that city; A. J. Case is Manager at Perth; T. A. Robilliard, Principal-Managing Director, Stott's Business College, Brisbane; C. H. Holmes, Principal - Managing Director, Stott's Business College, Melbourne.

"Leaving Australia temporarily, we sailed for an eight-day visit in New Zealand. From a hasty glance at a map, many of us get the impression that New Zealand is but a

Mr. George Watts and the Archer Cup which he won in typewriter selling competition at Stott & Underwood.

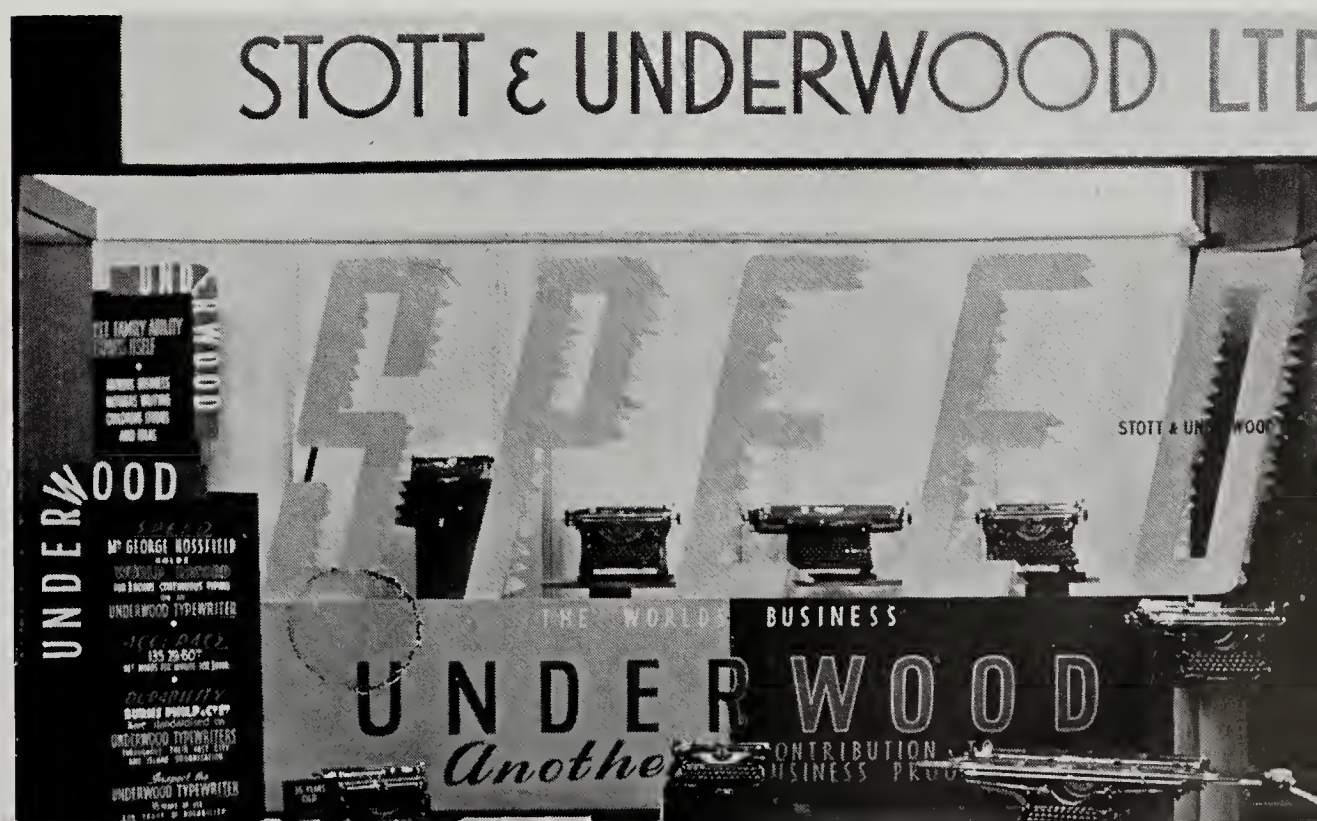
short distance from Australia, but it lies 1,200 miles east in the Pacific Ocean. At Christchurch we met Mr. F. John Needham, Managing Director of R. M. Watson, Limited, who distribute the entire UEF line for that area."

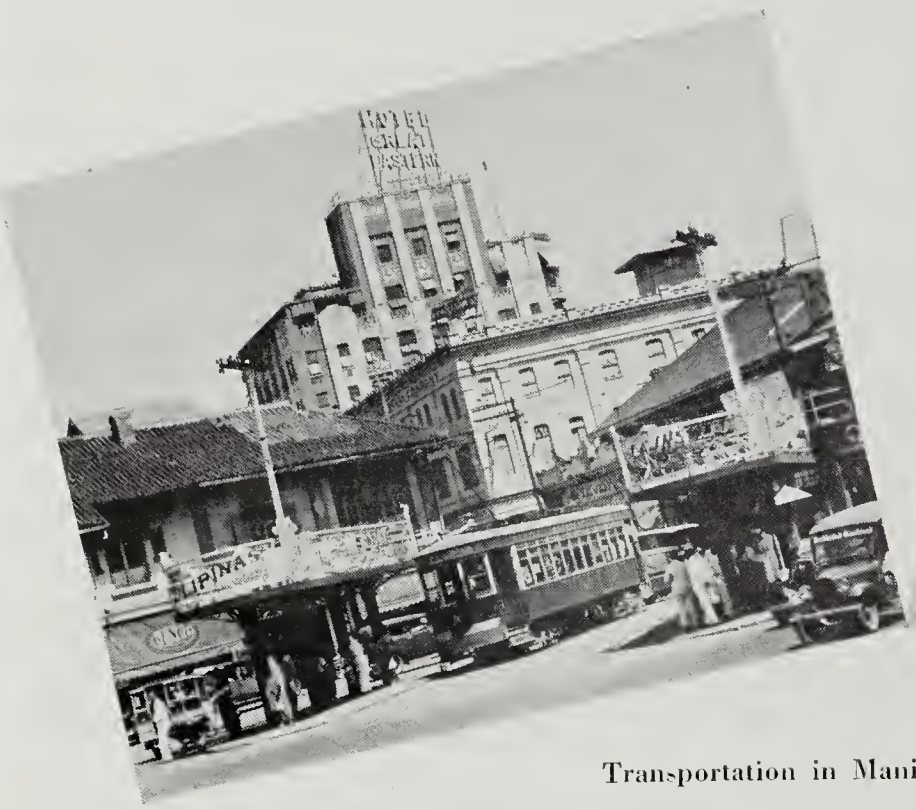
Commenting on Mr. Eylar's visit, Mr. Needham stated, "We were impressed with the very thorough methods of Mr. Eylar, especially in regard to his comprehensive knowledge of New Zealand conditions and affairs. As a result of our discussion, Mr. Eylar appointed us as the South Island Agents for the whole of the products of the Underwood Elliott Fisher Company of New York and as a further indication of the methods of business of the Underwood Elliott Fisher Company, Mr. Eylar was in a position to complete in one day all discussions and conclude an agreement . . . Mr. Eylar has a very happy way of expressing himself and striking the most important features, undoubtedly based on his lengthy experience in the Typewriter and Office Equipment world . . ."

In the North Island UEF products are distributed by the good firms of Beechey & Underwood and Office Appliance Company, Ltd.

After completing his visit in New Zealand, Mr. Eylar returned to Australia, where he took an automobile trip from Sydney to Melbourne, returning by way of Canberra, the National Capital. "We had the pleasure of meeting the splendid sales force of Stott & Underwood, Limited, at Sydney, Melbourne and Brisbane, and I will say that these salesmen compare favorably with any office machinery salesmen any place in the world," said Mr. Eylar. "Here again, I was particularly in-

Distinctive show window of Stott & Underwood Ltd. at Sydney.





Transportation in Manila, Philippine Islands.

Nesmith Photos

terested in the opportunity which I had to observe something of the physical features and life of this country. I believe that there is quite some debate concerning whether Australia is a small continent or a large island, but be that as it may, it is just slightly smaller than the United States, while its entire population is less than that of New York City.

South Sea Islands

"WHEN we had completed our visit in Australia we sailed from Sydney on the *S. S. Kitano Maru*, bound for Manila, Philippine Islands. Again passing around the northeast shore of Australia inside of the great barrier region, we viewed scenery indescribably beautiful and absolutely unique. After seeing the glorious bays and lagoons, teeming with sea life and surrounded by luxuriant tropical foliage, one begins to realize the fascination of the South Sea Islands. We passed many of them along the route to the Philippines, emerald and jade dots on the delicately green tinted water —some running abruptly to the sea, and others heralded by the white froth of breaking surf and the rich cream of gently sloping beaches.

"This delightful interlude of casual voyaging was pleasantly terminated by our entrance into the harbor at Manila, at which city Smith, Bell & Company, Limited, have represented UEF for many years."

Mr. H. T. Fox is Director of Smith, Bell & Co., Ltd., Mr. Tyre is Manager of the Office Machinery Division and Mr. A. J. Kay is the Manager of the Import Department. "This," Mr. Eylar stated, "is one of the best organized Underwood Elliott Fisher agencies in the world. It was disappointing to me that I was unable to remain longer here, but their excellent record for the past eighteen months left little room for improvement."

Across the bay to Hongkong.

Smith, Bell & Company, Ltd., is the exclusive agency for the UEF line in the Philippines, handling the complete list of Underwood Typewriters, including the portable, the Underwood Sundstrand adding-figuring machine and the three lines of UEF accounting machines and the Underwood Fanfold. In addition to branches at Iloilo, Cebu and Legaspi, the following agents and sub-agents are located throughout the Islands: Ker & Co. at Davoa; Marino Rivas at Vigan, Ilocos Sur; Sixto Tandoc at Dagupan Pang; Atkins, Kroll & Co. at Zamboanga; and Marsman Co. in Baguio and Paraale.

The Far East

FROM Manila the itinerary led to Hongkong in the northern part of the South China Sea, where Mr. Eylar was met by Mr. Hyde Lay, Manager of the Office Equipment Department of Dodwell & Company, Limited, the Underwood Elliott Fisher representatives for most of China and all of Japan. Mr. Lay tells us of Mr. Eylar's visit here. "Mr. and Mrs. Eylar arrived in Hongkong by the '*Kitano Maru*' and accommodations were made for them in the Peninsula Hotel situated in Kowloon on the mainland. Kowloon is a Peninsula leased to the British Government and contact with Hongkong is made by ferry, the distance being approximately a mile.

"After a 'wash and brush up' Mr. Eylar was escorted across the harbour to the island of Hongkong, the main business center, and was introduced to Mr. Stanley H. Dodwell, Managing Director of Dodwell & Co., Ltd., and Mr. R. K. Valentine, Sub-Manager, with whom he had a long chat on general conditions."

Mr. Eylar was very interested in the Hongkong Electric Co. Ltd.'s installation of Elliott-Fisher machines and met Mr. Jarvis, the Chief Accountant, and Mr. Stoker, the gentleman in charge of the installation. The battery consists of seven Universal Accounting Machines and the operators are all Macanese.

The day prior to their departure

Real China in Hankow.

Mr. and Mrs. Eylar, together with Mr. and Mrs. Hyde Lay, were entertained to tiffin (lunch) at the Gloucester Hotel by Mr. R. K. Valentine, Messrs. Dodwell & Co. Ltd.'s genial Sub-Manager. This day was mostly occupied in conference with Mr. Perrin, Manager of Messrs. Thomas Cook & Sons, over fixing Mr. and Mrs. Eylar's itinerary for their tour in North China and Japan.

From Hongkong Mr. Eylar took a short trip to Canton, where Mr. William J. Reid is Director of Dodwell & Company, Limited. Commenting on Mr. Eylar's visit, Mr. Reid said, "On the arrival of the morning express from Hongkong at 11:20 A. M. Mr. and Mrs. Eylar were met at the station by a representative of Messrs. Dodwell & Co., who conducted them around the city and pointed out a few of the more interesting sights, including the 500-year-old Flower Pagoda which legend hath, never casts a shadow!"

Mr. and Mrs. Eylar were entertained to tiffin by Mr. W. J. Reid, the Manager, and his wife. Soon after luncheon the party again set out to complete a tour of the principal sights before returning to Hongkong. The Sun Yat Sen Memorial Hall, having a seating capacity of six thousand, offered an interesting comparison to the Flower Pagoda, being of present day Chinese architecture with facades and archways built in varying colours. It is here that all the political and state functions are held. From this point the visitors were taken to the top of the Koon Yam San Hill, which literally means Goddess of Mercy Hill, and from where it is possible to look over miles of countryside and see the city laid at one's feet.

Mr. George S. Dovey is Dodwell's Director at Shanghai, where he is ably assisted by a staff of European and native salesmen. While here, Mr. Eylar was able to see something of old China in addition to the International Settlement through the courtesy of the gentlemen of Dodwell and Company.

From Shanghai, Mr. Eylar went north to Peiping, visiting Tientsin where Mr. E. Winter directs the Underwood Elliott Fisher Sundstrand distribution with a sub-agency at Peiping. "Mr. Winter," said Mr. Eylar, "is improving the possibilities of that growing market for American office machinery, Underwood Elliott Fisher in particular."

Kunst & Albers represent UEF in Harbin, Manchukuo.

The Rising Sun

AFTER visiting UEF in China, Mr. Eylar sailed across the Yellow Sea to Japan, going first to

Dodwell & Co., Ltd.

Kobe where, as Mr. Eylar said, "We again met our friends, Dodwell & Company, Limited, through Mr. J. H. Ewing, Manager. Later we visited Tokio and Yokohama where Mr. E. R. Hill is Manager and Mr. H. C. D. Knight is in charge of the Office Machinery Division."

Here in the land of the Rising Sun we again find that Underwood Elliott Fisher products contribute an indispensable part to the business and industrial life of the Japanese Empire. Branches are located at Kobe, Nagoya, Tokyo and Yokohama.

Commenting on his visit to China and Japan, Mr. Eylar remarked, "Entirely aside from our own business, China and Japan were extremely interesting. The people of both countries seemed to be quite happy, and I saw more smiling faces in these two countries than I had seen in a long while. The Chinese, of course, are not very happy about

Sun Yat Sen Memorial.

One way to deliver UEF Products.

Underwoods in use in Sendai Telegraph Office.

the treatment they have received from Japan, but there are two sides to every story.

"Japan, to my mind, is the marvel nation of the world, which in a few years has developed from a hermit nation to one of the most progressive in the world. One of the things that struck me in both China and Japan was the fact that they had no unemployment or relief problems. These two are much more thickly populated than most other countries, and yet they do not have these two great problems. Upon inquiry, I found the reason why—it seems that if a Chinese or Japanese loses his position and is unable to support his family, both he and his family move in with some relatives, and the relative does not object, because if he did he would be disgraced in the eyes of his friends. In this way the unemployment and relief problems are settled all within the family. I wonder if the rest of us could not learn something from these countries?"

From Japan the travelers started on the last leg of their trip, the next port of call being a very definite part of the United States, Honolulu, Hawaii; where Alexander Bros., Ltd., superintend the sales and service for Underwood and Sundstrand

Dodwell & Co. on 7th floor Chiyoda Building, Tokyo.

machines and L. W. Voss takes care of the distribution of Elliott-Fisher machines.

U. S. A. Again

THE Hawaiian Islands, consisting of approximately 6,407 square miles, comprise the Honolulu retail trading area. Merchandising is considered from the viewpoint of islands or counties rather than cities or towns due to the geographical formation and shipping facilities of the group.

Over one-third of the population of the entire territory dwell in the city of Honolulu, which is the capital and chief point of distribution

Underwood Machines in Silk Conditioning House.

for the islands. Honolulu owes its continuous expansion and development to commerce, which in the earlier days was the result of the sandalwood and whaling industry, and in recent years to its agricultural interests particularly as they relate to the production of sugar and pineapple.

"After spending a pleasant week with Messrs. Alexander and Koss in Honolulu," said Mr. Eylar, "we sailed for San Francisco, where we were met by a host of friends and hundreds of telegrams. We did not need the friends or telegrams to make us happy, but they assuredly added considerably to the pleasure of our homecoming.

In Conclusion

"OF course, when one has had such a trip and visited so many countries, it is absolutely impossible to describe anything but the high spots. When I left the United States almost a year previously,

Load of Underwoods being checked before delivery to schools in Honolulu.

after having passed through several years of business depression, I rather thought that the depression was an American institution. However, I soon learned that it was purely international and that there was not a country in the world which had not suffered from it to a greater or lesser degree than the United States.

"In many places some of the same ideas that we had in America had been put into operation by the governments, while in other countries no such ideas had been used, and yet recovery had taken place—sometimes more rapidly, more completely, than we have had over here. No doubt the price of gold had much to do with the rapid recovery of South Africa: no doubt increases in the price of rubber influenced the rapid recovery in Java and Sumatra; and no doubt the price of wool, mutton and beef speeded recovery in New Zealand and Australia — and so on through the long list.

"Another impression that remains in my mind is the tremendous amount of land in this world which is desert or semi-desert. I presume that the Continent of Europe has less desert than any other continent in the world, for outside of the barren mountain ranges there is very little

(Continued on page 40)

Sunset in Hawaii.

Above—Striking architecture at Bagdad. *Below*—Mr. Halkias raises prize cauliflowers—and a pretty daughter.

IRAQ

LOCATED in Bagdad, Iraq, Mr. J. C. Halkias conducts the affairs of Underwood Typewriters in this fertile Asiatic Country.

Large flocks of sheep are raised in the north of Mesopotamia, the wool and skins from these sheep provide important exports.

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NEW REPRESENTATIVES

WITH the start of the year, H. 'Olafsson & Bernhoft have undertaken the distribution of Underwood Typewriters in Iceland from their headquarters in Reykjavik.

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J. J. McGOWAN is another new member of the UEF family, operating in Portuguese West Africa selling typewriters and adding machines. Firm name: Casa Americana, Ltda., Caixa Postal 17, Lunda, Angola.

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BUTLER BROTHERS at St. Johns, Newfoundland, have recently added Underwood Typewriters and Underwood Sundstrand Adding Machines to their line of office appliances.

WE are confident of the success of these three dealers, who while continents apart are joined by a common bond. We wish them joy and prosperity in their enterprise, and look forward to tell more about their activities in a future number of the UEF News.

THIS issue of the UEF News is intended to give a brief running account of Mr. Eylar's recent trip around the world, and by including most of his itinerary it is not possible to have much detail about any one country or individual, regardless of the important role they play in the distribution of Underwood, Elliott Fisher and Sundstrand products.

Unfortunately, of the vast amount of material which was submitted from every corner of the world, only a small amount can be used in our limited space. Sincere appreciation is expressed to all of you who cooperated so splendidly and made possible the production of this Export Number.

Without such a wealth of material to choose from, it would be impossible to prepare anything of general interest, and we have endeavored to mention one or two of the high spots about each organization and country which will be of interest universally. We beg your indulgence for any omissions, and extend to you our cordial good wishes for 1938.

We extend our appreciation to Mr. A. Lorant for the many fine pictures he sent us.

Československa

(Continued from page 15)

THE firm K. Vagner, Brno, Czechoslovakia, has held the representation for Underwood typewriters since the year 1908 for a district covering about three and a half million inhabitants. The firm has had the opportunity to observe the growth of the Underwood since the firm began and so they were able to gain the confidence of the customers as they were working hand in hand with the manufacturers, and in this way they were able to satisfy the buyers which necessitated having 50 employees, who devote their whole attention to the development of the business. Travellers who visit the customers not only in Brno, but also the outlying districts in the province of Moravia, have found many loyal purchasers of Underwood machines, amongst whom are Moravska banka in Brno and Bata, the shoe factory in Zlin.

The founder of the firm, Mr. K. Vagner, has published a book dealing with instructions in typewriting for use among students, which bears the title, "With All Ten Fingers." This book has met with the approval of the ministry of education and is already introduced into the different commercial schools on their recommendation. As a basis for this book, the author has taken the Underwood machine for the illustration of the typewriter, and another of the keys, serving as very good propaganda for Underwood. Five editions of this book have been issued and the fifth had a sale of 50,000 copies. Strange to say that at the moment of issuing the 6th edition, number 6 model of the Underwood appeared—a significant coincidence!

SIMON SURMAGNE

Mr. Surmagne joined UEF after the turn of the century, when he became Manager of a branch office at Lyons, France, under the direction of Mr. M. S. Eylar.

Further mention of Mr. Surmagne's extensive activities will be found with the stories of the countries in which his sub-dealers are situated.

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Mr. Christiforides at Cyprus

THE DOMINION OF CANADA

"When in Toronto Be Sure and See the Seitz"

"ALL work and no play, makes Jack a dull boy." What a debatable theory that is! Up in Canada where some eleven million people have built up a prosperous country (and a first-class market), we find a father and son who share an entirely opposite viewpoint on this particular theory. Strange as it may seem, both have such successful records of accomplishment to their credit, that they are, it must be admitted, right. The men in question are exceptionally well known throughout the nine provinces—their names are J. J. Seitz, the father, and J. L. Seitz, the son.

Take the case of "J. J." In 1896 he walked out of a good paying job as a professional telegraph operator, and journeyed to New York where he talked John Underwood into letting him have the Canadian Sales Rights for his Underwood Typewriter.

That started a long life of continual hard work—and success!

"J. J." at the keyboard of a new Underwood Master.

It was not easy to sell Canadians on the idea of using a typewriter in those days. "J. J." had to pound on many doors each day in order to create anything like a pay envelope to take home on Saturday. When he did sell a typewriter, he rushed back to his tiny work-shop, tested and polished the machine, put it under his arm and rushed back to the customer. "J. J." kept down every job in his organization; he attended to sales, service and delivery. Hours after six o'clock were not spent with his best girl, but in his work-shop where he made necessary repairs to machines and set up typewriters.

Underwoods, 100 to be precise, destined for Success Business College.

His success is well known, and numbered among the greatest individual achievements in Canadian Business History. Today, despite the fact that "J. J." is well past his allotted three score and ten years, he is the President of Canada's largest typewriter company, the active head of three manufacturing plants, twenty-eight branch offices including more than seven hundred employees.

When "J.J." has taken time off, it has been for business reasons only. His appearances on the golf links have invariably resulted in an order for a new typewriter or accounting machine. Trips across the Dominion have been a holiday for his Branch Managers—"J.J." did all the contacting and selling while in town. What holidays he did plan were taken at the times when World Professional Speed Typing Contests were held, so that he could go back to his desk with his Underwood "sales-talks" strengthened. "J.J." has never missed a single Contest

since Rose L. Fritz won the first one at Madison Square Garden in 1906.

When the first stream-lined Underwood Master came off the line and was taken into "J.J.'s" office, bright and early one Saturday morning recently, for the inspection to which he subjects all new models, he simply said, "It looks swell, but how does it operate?" With that, he sat down in front of this new modern machine and let his still nimble fingers roam over the keyboard for a fast minute test, which startled Margaret Faulkner, Canada's Amateur Queen, who was watching this customary performance. One had only to see "J.J." examine every little fixture, nut, and screw on the machine to realize that he was, in earnest, "checking up" on the engineers.

Please do not assume from the preceding remarks that his son "J.L.", Vice-President of Underwood Elliott Fisher Limited, has played but a small part in building up sales in Canada to such a degree that today seven out of every ten typewriters purchased in the Dominion are Underwoods. Only one man arrives earlier at the office than "J.L."—and that's the janitor. "J.L." is at work while most of his salesmen are still enjoying an early breakfast. Like his father, he always has an eye open for business.

"J. L." and "Lucky."

After George Hossfield won the World's Professional Championship for Underwood for the twenty-seventh time, at the Canadian National Exhibition at Toronto, August 28, 1937, "J.L." provoked the twenty-eight branch offices in Canada into going out and securing enough business to hang up a new sales record.

This accomplished, "J.L." again celebrated by adopting a huge Newfoundland dog, which he christened "Lucky." When asked why a dog of such immense size was added to his kennels, "J.L." politely remarked that dogs were his hobby and that he found them great company, keeping his mind off business "after hours."

As previously mentioned, "J.L." always has an eye open for business. And inasmuch as "Lucky," who has just started to grow, can already put his paws on "J.L.'s" shoulders with ease, it will surprise his friends no little if this does not turn out to be a publicity stunt in the making.

Champions All at the Toronto Contest—using Underwoods. Left to right: George L. Hossfield, Grace Phelan, Gladys B. Mandley, Typewriting Contest Director F. J. Pribble, Margaret Faulkner, Gwyneth Belyea and Gustave Stove.

OUR NEIGHBORS IN THE SOUTH

"From the Rio Grande . . . to Straits of Magellan"

MR. C. B. WILLIAMS, head of the Latin-American Division, who undertook the building up of a sales organization in this large territory for the distribution of the Underwod in 1900, says, "The Latin-American Division, comprising all that territory of twenty Republics and Islands and Possessions "south of the Battery and the Rio Grande" on down to the Straits of Magellan, the southernmost commercial sphere on the Globe, has just closed another highly successful year, and to those fine Representatives I extend our Congratulations and Thanks.

"Outstanding facts in connection with the sale of slightly more than a quarter-million Underwood typewriters in that vast field are that none of our Dealers has ever failed in business during the time they have been handling our products, and that we have never lost a dollar in our transactions with them representing many millions of dollars! What a fine tribute to their business acumen and personal integrity!

"There has always been a constant endeavor on the part of the Executives of our Company to understand the problems of those Dealers and to intelligently and sympathetically work to bring about their practical solution. This all-around cooperation is reflected in the fact that very, very few changes have been made in the dealerships originally established, many of them going back more than a third of a century.

At Rio de Janeiro, front row left to right, Paul Christoph, James L. Fagan, Fred D. Lehn, Charles B. Williams, Otto Christoph, Dr. Gastao de Cruz Ferreira.

"I feel it fitting to acknowledge appreciation of the splendid achievements during the current year of Field-men George F. Mero, Cristobal A. Canton and Rogelio Padin.

"We are all endeavoring to sense and apply in a practical manner the fine spirit of President Wagoner, Executive Vice President Stowell, Vice President Eylar, Treasurer Duncan and Export Manager Lehn, to all of whom I am deeply and gratefully indebted."

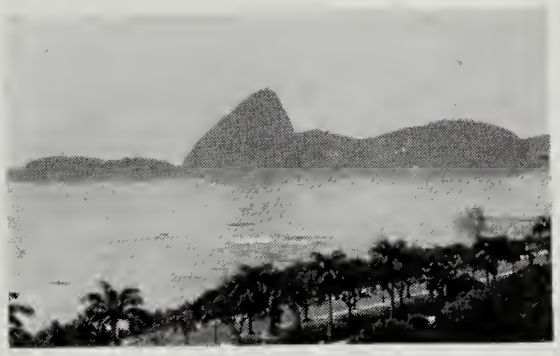
The physical topography of South America can be best understood when mention is made of the extensive ranges of the high Andes on the west, the vast central lowlands of tropic and temperate plains, and the areas of ancient worn down mountains and plateaux in the east. The Andes are the greatest continuous mountain system in the world and their influence is further emphasized when we understand that seven per cent of the entire South American Continent has an elevation of more than 10,000 feet above sea level.

At Rosario, left to right, William Hasenbalg, Romulo N. Suriguez, Juan A. Flanagan, Pablo E. von Finck, Samuel Marin, Juan Altolaguirre, Julio Vespa, Carlos D. Coseano.

Rising from Chile and Argentine, the majestic peak of Aconcagua rises to a towering height of 23,098 feet above sea level, and there are thirty-two other mountain peaks in South America which are over seventeen thousand feet high. The mighty Andes follow the Pacific coastline for 4,500 miles, never nearer than fifty miles and in no place farther away than a hundred and sixty miles.

The territory of which Mr. Williams speaks embraces a total area of more than eight million square miles of land surface. When we figure that Brazil alone is territorially larger than the United States, we can get some idea of comparative size.

South America has at least fourteen distinct climatic regions, ranging from extreme tropical to frigid polar. This fact favors a great variety of products whose distribution is materially asssited by the reversal of seasons, as compared with those of North America.



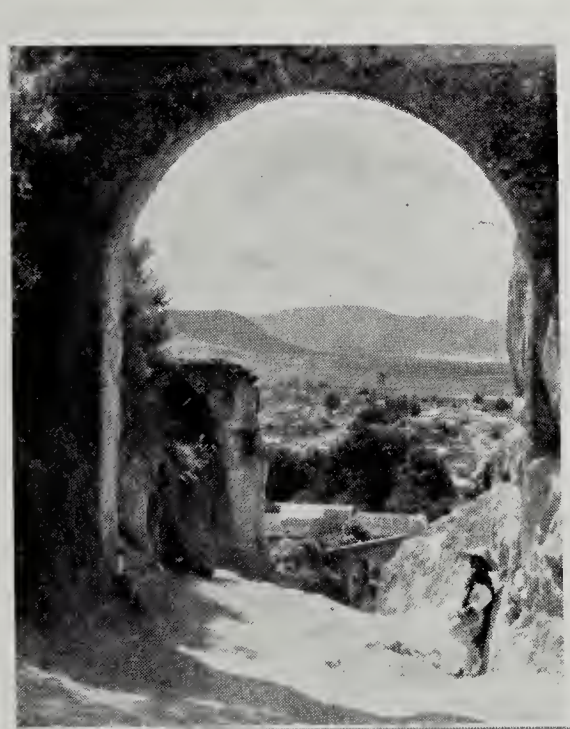
The Sugarloaf at Rio de Janeiro.

The Old Spanish Main, famous and notorious in history and legend, included the territory between the delta of the Orinoco and the Isthmus of Panama. The Spanish Main is fascinating to the visitor today because here he sees Nombre de Dios close to the spot where Drake died and was buried at sea; and Cartagena, the center of the Spanish Main, lying 200 miles east of the Canal Zone, whispers the story of an adventurous past.

MEXICO, southern neighbor of the United States, is rich in natural resources and fertility of the soil. The Sierra Madre mountains run north and south near the western coast, turning near Colina and continuing easterly, paralleling the coast into the Central American countries. Near the Gulf Coast the continuation of the eastern range of the Rocky Mountains extends nearly to Vera Cruz.

Lying between these two ranges is the vast tableland of Mexico, varying from five to eight thousand feet altitude, and providing a delightful climate and bonanza vegetation.

Today, South America provides a land of opportunity. Since transportation and communications have been developed, bringing this far-flung territory closer together, markets are provided for the extensive agriculture and natural resources. Business and industry are rapidly progressing, too, with the trend of modern times in this important and interesting part of the world.



Left—Panoramic Mexico through an effective foreground.

•

Lower left—"Cloud mountains" behind Mexican scene.

•

Lower right—Looking toward the Trans-Andean Tunnel.

•

Right—Tranquillity in British Honduras.

Nesmith Photos

Looking over Honolulu from the sea.

The offices of Alexander Brothers.

M. S. Eylar Continues from Europe Toward the East

(Continued from page 34)

of the desert in Europe. When you get into the Near East and Northern Africa, you begin to realize what desert is, and then the enormous area in South Africa which is semi-desert again impresses you. Then, too, there are the huge areas in India, North China, Inner Mongolia, Outer Mongolia and the Great Gobi Desert—and you are somewhat overawed by this tremendous volume of wasteland. We have our share, too, in the United States, and it drives home the thought of conserving the soil which is potentially productive. When you visit the older countries you are impressed with the fact that man has not done a particularly good job over the ages in this respect, although recently steps have been taken in many places.

"Considerable time has passed since I was greeted by friends upon my arrival in San Francisco at the conclusion of my trip around the vast Underwood Elliott Fisher domain, but the pleasant memories of my visits with our Dealers still remain uppermost in my mind.

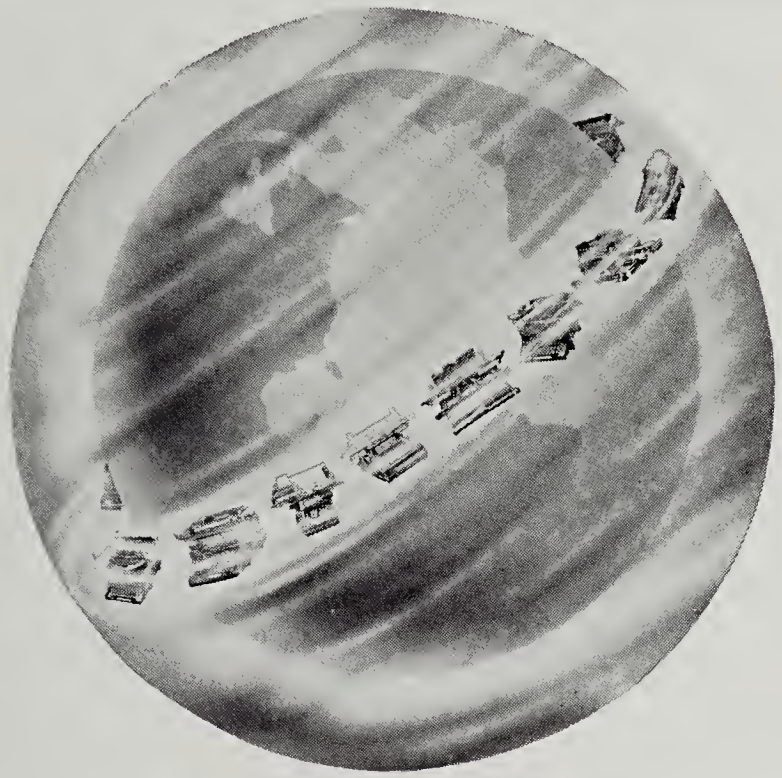
"My only regret is that I was unable to spend more time with each of our Dealers. Unfortunately, this was impossible because there were so many places to call and such a short time allotted.

"While it may be said that the friendships which we form in the course of our business relationships are but incidental to the main issue, which is the purveying of UEF products, these friendships last through our lifetimes. It is on the basis of these friendships that the business of the world is transacted, and I for one am glad that this is the case.

"It is my sincere hope that the exchange of ideas which took place during the course of each of my visits will be of as much benefit to our Representatives as they were to me. Let us remember that when all is said and done, our fundamental purpose is to make people the world over think in terms of UEF products when they refer to typewriters, accounting machines, adding machines and supplies.

"To very briefly sum up my observations, the business world, in all of her many countries, is definitely showing an improvement and slowly but surely marching forward. Underwood Elliott Fisher through the efforts of its capable representatives throughout the world is marching forward too, 'speeding the world's business.'"

Mr. F. S. Alexander greets Mr. and Mrs. Eylar at Honolulu.



Sales and Service

EVERYWHERE!

THE obligation of leadership in any industry is TO LEAD! Underwood Elliott Fisher has accepted its obligation in presenting its new and complete lines of Underwood Typewriters, Underwood Elliott Fisher Accounting Machines, Underwood Sundstrand Adding-Figuring Machines and the Supplies that are a part of them.

Abyssinia
Aden
Africa
Alaska
Albania
Algeria
Arabia
Argentina
Austria
Australia
Azores
Barbados
Belgium
Belgian Congo
Bermuda
Bolivia
Brazil
British East Africa
British Guiana
British Honduras
British Somaliland
British West Indies
Bulgaria
Burma
Canada
Ceylon
Chile
China
Colombia
Costa Rica
Cuba
Czechoslovakia
Danzig
Denmark
Dominican Republic
Dutch East Indies
Dutch West Indies
Ecuador
Egypt
England
Erithrea
Esthonia
Finland
France
French Guiana
French Indo-China
French Somaliland
Germany
Gibraltar
Greece
Guatemala
Hadramaut Coast
Haiti
Hawaii
Holland
Honduras
Hungary
Iceland
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Iraq
Ireland
Italian Somaliland
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Lithuania
Luxembourg
Madeira Islands
Manchuria
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Persia
Peru
Philippine Islands
Poland
Porto Rico
Portugal
Portuguese E. Africa
Rhodesia
Roumania
Russia
Salvador
Scotland
Siam
South Africa
Spain
Spanish Morocco
Straits Settlements
Sweden
Switzerland
Syria
Trinidad
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Uruguay
Venezuela
Wales
West Africa
Yemen Coast
Yugoslavia

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